



# The Search Agency's client Lavalife experiences 170% increase in conversions by using display ads on the Google content network

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**Frank Lee**  
Vice President of  
Search Marketing, TSA

the search agency ▶



## ABOUT THE GOOGLE CONTENT NETWORK

The Google content network comprises millions of high-quality websites, news pages, and blogs that partner with Google to display targeted AdWords ads. By choosing to advertise on the content network, you can expand your marketing reach to targeted audiences – and potential customers – visiting these sites every day. There's no larger network for contextual advertising in the world.

For more information, visit  
[www.adwords.google.com/select/afc.html](http://www.adwords.google.com/select/afc.html)

## Business

The Search Agency (TSA), a Los Angeles-based marketing firm, provides search engine marketing (SEM) and search engine optimization (SEO) to online advertisers through a robust suite of paid search and organic search tools. Using proprietary technology that uses predictive modeling algorithms for bid management, reporting, and process-driven service teams, TSA helps clients achieve their return on investment and optimize for conversions on their online campaigns.



**Jason Sikora**  
VP of Customer Acquisition, Lavalife

## Approach

Billed as “America’s Sexiest Dating Site,” where singles can connect with other hot singles, Lavalife sought out TSA to help establish a strong brand presence and success as a premier online dating site. The TSA team believed that attracting quality visitors and building brand awareness could be best achieved using the powerful Google content network to execute a carefully targeted program. The Google content network comprises of millions of high-quality websites, news pages, and blogs that partner with Google to display targeted AdWords ads.

“We’ve been relying on the content network for successful ad campaigns since 2004,” explains TSA’s Vice President of Search Marketing, Frank Lee. To drive more singles to Lavalife.com, the TSA team began with targeted text ads but soon expanded to a series of strategic banner ads across social networking sites such as Facebook Applications and hi5.com. The ads ranged from offering a matter-of-fact call-to-action (“Find a date!”) to a pull-down component that allowed searching by age and gender.

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*Mike Jarvinen, Director of Search Marketing for TSA*

By using the Placement Performance Reports (PPR) found in the AdWords Report Center, TSA was able to get site-by-site performance metrics, such as click, impression, cost, and conversion data for all of Lavalife’s campaigns across the Google content network. With this information, TSA determined where Lavalife ads were performing best. “When we analyzed the data from Placement Performance Reports, we quickly learned that over half the conversions were originating from social media sites like MySpace and various other sites that aligned perfectly with our demographic targets,” recalls Mike Jarvinen, director of Search Marketing for TSA and the account manager on Lavalife. “The performance data confirmed that the sites we expected to perform well generated the most quality traffic.”

## Results

Since opting to use the Google content network, Lavalife has enjoyed a phenomenal week-over-week growth in traffic and conversions – including a 425 percent increase in clicks and a 33 percent boost in overall impressions. “The Google content network and the strategies put together by Mike at TSA made this campaign a major success, helping to further accelerate the growth of Lavalife,” said Jason Sikora, VP of Customer Acquisition at Lavalife.

Lavalife has learned that display ads are a powerful tool in reaching singles looking for online dates. Compared to simple text ads, the Lavalife display ads saw a 170 percent surge in conversion volume, a 400% percent increase in click-through rates, and an average CPC half the cost of text ads.

“The Google content network was simply the most efficient channel for increasing clicks and conversions on the Lavalife site,” says Jarvinen. “The powerful analytics and reports of the Google content network helped us to identify patterns and optimize the search effort. After this campaign, we are more enthusiastic than ever about the effectiveness of the Google content network for driving quality traffic.”

In addition, Lavalife’s campaign on the Google content network had a measurable impact on the volume of branded search queries on Google.com. The reach of the Google content network was a major factor in boosting Lavalife’s ad impression volume on Google search and overall, Lavalife experienced a 16 percent increase in brand search queries on the Google search network. “The lift in brand queries really speaks to the fact that all media influences search engine usage,” Frank says. “The smarter we can get about media integration and the more we hone our ability to measure the impact of reaching users in the earlier phases of the buying cycle, the better we will become at allocating advertising budgets to both the search and the content network. Better understanding the impact of the content network on search will make us more likely to invest more in the Google content network.”

