

# Bosch ADS Annual Report

August 2018 - December 2018



**SSDM**

We're an integrated agency  
focused on the customer journey

**INTERACTIVE 2019  
MARKETING AWARDS  
SHORTLISTED**



**Excelled  
beyond our  
initial goals  
by more  
than 150%**

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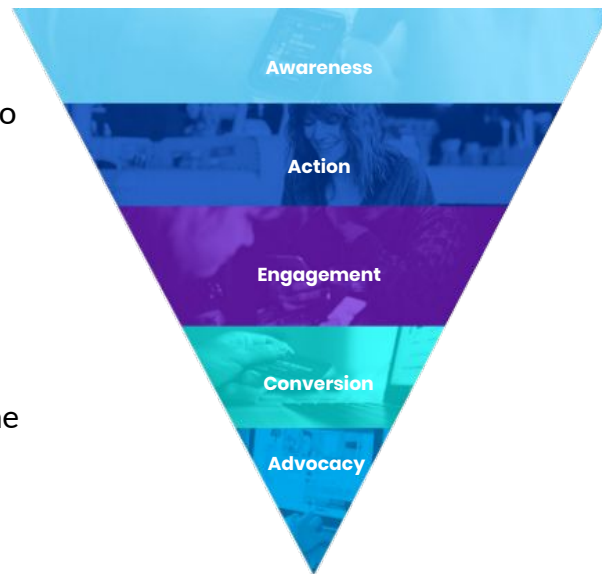
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When launching a digital campaign for Bosch's newest, branded scan tool, we knew that our strategies needed to not only educate the market of the new product, but also drive conversions.

By staging our campaign strategies, we drove content to qualified users throughout various stages of the buyer's journey -- from initial product introduction, through consideration and, ultimately, through purchase.

# Our Approach

- + To reach users at each stage of the buyer's journey, as well as to encourage overall awareness conversion, we developed a full funnel strategy to reach targeted users. Strategies included:
  - Search Ads
  - Programmatic Display + Video
  - Remarketing
- + Each campaign type deployed at strategic intervals to reach the right users at the right time.



# First 30-Day Media Plan

Goal: Increase awareness

In order to educate the market, we increased pressure on the outbound awareness strategies in the first 30 days.

Search marketing	20%
Remarketing	10%
Programmatic (Outbound)	70%

# After 30-Day Media Plan

Goal: Reach audiences most likely to convert

In order to focus on middle-funnel engagement, we implemented focal points of campaigns to help drive audiences through the funnel.

Search marketing	50%
Remarketing	20%
Programmatic (Outbound)	30%

## After 60-Day Media Plan

**Goal: Reach users more likely to convert and help drive them to conversion**

In order to focus on bottom-funnel engagement, we focused our pressure on engaging audiences we had driven throughout the campaign and capturing new audiences who have been made aware.

Search marketing	60%
Remarketing	25%
Programmatic (Outbound)	15%

# Search campaign strategies

The following campaigns ran through search:

1. Branded: focusing on Bosch-related search queries
2. Competitor: focused around competitor brands
3. Professional + General Diagnostics: focused around general and professional diagnostic tool search queries

Keywords focused on a variety of competitive, branded, and general diagnostic tool search terms. Keywords were determined based on previous ad performance as well as top user-search terms determined through research.

Ad Group Name	Ad	Conversions	Clicks	CTR	Impressions
Code Reader	<a href="#">Bosch ADS 325 &amp; 625 - New Scan Tools</a> Go-To Tools For Diagnostic Solutions. Easy-To-Use Software. Request A Demo!	289	2,396	2.10%	114,224
Bosch Scan Tool	<a href="#">New Bosch ADS - The Right Scan Tool For You</a> <a href="#">www.boschdiagnostics.com</a> Made By Technicians For Technicians. Go-To Diagnostic Solution. Learn More Now!	203	2,093	9.66%	21,668
Scanner - diagnostic	<a href="#">Bosch ADS 325 &amp; 625 - Diagnose, Research &amp; Repair</a> Choose The Right Scan Tool For You. The Info You Need Right At Your Fingertips!	169	1,161	3.25%	35,770
Scanner	<a href="#">Bosch ADS 325 &amp; 625 - Diagnose, Research &amp; Repair - Professional Diagnostics</a> Choose The Right Scan Tool For You. The Info You Need Right At Your Fingertips!	123	844	3.33%	25,347
Autel	<a href="#">Bosch ADS 325 &amp; 625 - New Diagnostic Scan Tools</a> Easy-To-Use Technology, Fast Navigation And Built In Wifi Capabilities.	109	856	1.89%	45,202
Scan Tool	<a href="#">Diagnostic Scan Tools - Bosch ADS</a> Intuitive, standardized navigation consistent for every make and model.	53	1,111	3.49%	31,862
Bosch Scanner	<a href="#">Diagnostic Scan Tool - Bosch ADS</a> Made By Technicians For Technicians. Covering The Vehicles You See Everyday!	45	567	12.49%	4,540
Bosch Reader	<a href="#">Bosch ADS - Diagnostic Scan Tools</a> Choose The Right Scan Tool For You. Diagnostic Solutions At Your Fingertips.	44	586	8.60%	6,811

# Programmatic + remarketing strategies

- + In-market Aftermarket Buyers: B2B segments included shop owners, body shops, professional mechanics.
- + Lookalike Targeting: We leveraged this over time on the new product launch campaigns as conversions occurred.
  - + Audience Example:
    - Demographic - Auto Mechanic
    - Active Buyers - Automotive & Garage Tools
    - In-Market Buyers - Automotive Tools
    - Recent Purchasers - Automotive Tools & Gadgets
    - Past Purchasers - Automotive Tools
    - Dollars Spent - Automotive Tools: \$161 - \$9,999
    - User Segment - Auto Body Shop





# Snap Shot Highlights

Overall, this campaign performed significantly well and exceeded many of the benchmark goal numbers that were set prior to the start of the campaign. Benchmark goals included:

- Goal actions: 604
- Goal sessions: 36,540
- Goal for time on site: 1:30 - 2:00
- Total actions: 1,528
- Total sessions: 48,630
- Total time spent on site: 0:48

**151.99%**

increase in total actions

**29.23%**

increase in web sessions

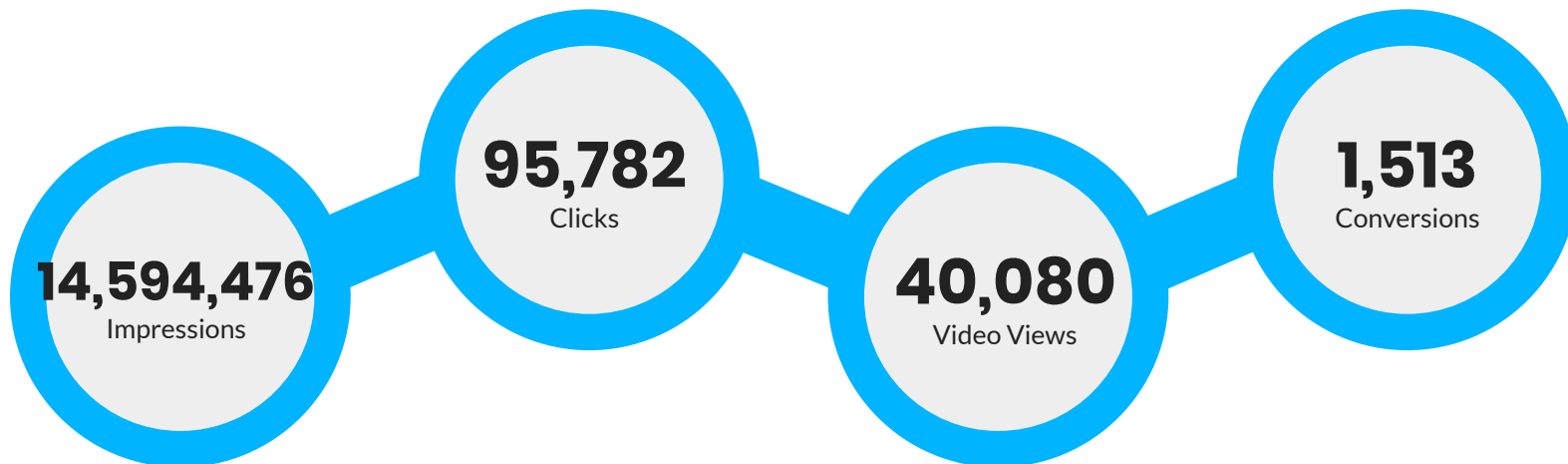
**\$29.42**

cost per conversion

# Google Marketing Highlights

ADS search campaigns saw great success in 2018. The Professional Diagnostic campaign performed best, resulting in 8,338 clicks and 873 conversions.

Remarketing also performed well with results of 81,846 clicks and 118 conversions. Messaging for top performing ads featured verbiage such as “Choose the best scan tool” and “Do more with Bosch ADS.”



# Programmatic Display Highlights

Overall, video performed best for all programmatic efforts, specifically with the Go-To Solutions video, which received 4,388 clicks. Programmatic display also performed well, resulting in 539 clicks for all campaigns.

The top performing campaign for display included “Made In The USA” messaging, for which we’ve seen a definite trend across the board for Bosch branded tools.



**709,284**

Impressions

**503,666**

Video Views

**7,052**

Clicks

# Analysis Overview

- + Strategy for these campaigns was to focus on demo requests, sales, and an increase in Technician Nation subscribers.
- + Using search and programmatic display campaigns, we were able to see which content types users engaged with most.
- + Overall, programmatic video and Google remarketing efforts performed best based on strategy objectives
  - Campaign messaging is one of the main reason for success.
    - Message copy that performed best included “go to solutions” and “made in the usa.”