



CASE STUDY

IPG Mediabrands improves time spent on Le Petit Marseillais website

Tags

Search Ads 360

The Goals

- Generate more relevant traffic
- Increase average time spent on website

The Approach

- Set actions like conversions as a session longer than two minutes
- Implement cost-per-action bidding strategy with Search Ads 360

The Results

- 19% increase in total sessions longer than two minutes
- 21% decrease in cost-per-session
- 27% increase in global conversion rate

A better paid search strategy

Part of Johnson & Johnson, Le Petit Marseillais is the number one body wash brand in France. Although the company already used generic skincare keywords to generate brand awareness and traffic, Le Petit Marseillais wanted to improve its online traffic. The brand partnered with IPG Mediabrands, which helped Le Petit Marseillais use [Google Search Ads 360](#) and [Google Analytics](#) to bring more relevant traffic to its site.



Search Ads 360 provides us with the technology and the support we needed to manage awareness campaigns with performance KPIs. Following our success, we will implement this approach with other brands.

Gaetan Chambet, Head of Paid Search, IPG Mediabrands

Bidding algorithms powered by machine learning

Before working with IPG Mediabrands, Le Petit Marseillais' generic keywords represented 64% of clicks and generated sessions that only lasted an average

of 45 seconds (compared to 158 seconds for branded keywords). To maximize the number of visits longer than two minutes generated by non-branded keywords — and stay under a cost-per-acquisition (CPA) constraint — IPG Mediabrands used Analytics metrics and a bidding algorithm within Search Ads 360. The bidding algorithm used machine learning to analyze billions of signals to better predict the conversion rate of each keyword.



Search Ads 360 helped us optimize our acquisition cost, while providing the best possible brand experience for the most interested Le Petit Marseillais consumers.

Pascal Le Clainche, Digital Marketing Director, Johnson & Johnson

Increasing session time and conversions

In under a month, Le Petit Marseillais increased sessions above two minutes by 19% and increased the global conversion rate by 27% — all while decreasing the cost-per-conversion by 21%. Moving forward, the team continues to closely monitor performance and use Search Ads 360's forecasting features to constantly reduce cost-per-conversions while maintaining a healthy volume of relevant traffic.

Share article



You might also like:



CASE STUDY

Dune London teamed up with NMPI to boost its Google Shopping revenue by 72%

[Read more](#)



CASE STUDY

Walks of Italy boosts revenue and ROI with data-driven attribution and automated bidding

[Read more](#)



CASE STUDY

IKEA boosts ad spend ROI through Google Search Ads 360

[Read more](#)

[See all Success Stories](#)