



# case study



Anti Collision  
Radar System



## Safe Drive Systems

**(SDS)** is a leading developer and distributor of collision avoidance systems, the only company in the U.S. to offer aftermarket collision avoidance technology that's both radar and camera-based. Their RD-140 collision avoidance system is specifically designed to prevent or reduce the severity of an accident by monitoring both how far away the vehicle in front of you is and how close your vehicle is to departing from your lane.

<http://safedrivesystems.com/>

## THE CHALLENGE

SDS suspected their paid advertising efforts were inefficient but couldn't figure out how to improve performance. They asked Clever Zebo to start with the AdWords program, then look at additional advertising channels and optimizing the post-click experience.

## THE SOLUTION

Google favors specificity and relevance. This is especially true in paid search.

Task #1 was to tighten the the AdWords account structure, introduce an aggressive ad copy A/B testing regimen and hawkishly monitor and optimize the account.

We also prioritized landing page testing to ensure that paid advertising visitors quickly understand the deep importance of SDS for road safety and feel empowered to talk to a sales representative and buy. We tested multiple elements including messaging, design and choice of video preview thumbnail.

Once paid search was dialed in, we moved to image ads, video, and social ad networks. A key element of our execution was to eliminate poor-performing ad creative and keyword or targeting criteria and replace them with aggressive testing to identify new opportunities.

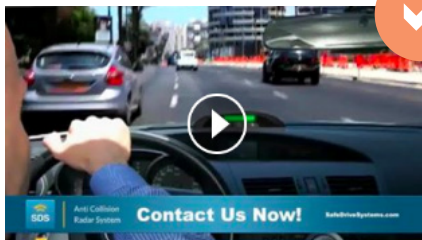
## The Results

- Timeframe: <3 months
- A/B Tests run: 5+
- Primary channels: AdWords and Facebook Ads
- Conversion rate improvement (Facebook): 249%
- Conversion rate improvement (AdWords): 396%
- CPA reduction (Facebook): 63%
- CPA reduction (AdWords): 69%

### FACEBOOK AD COPY TEST:

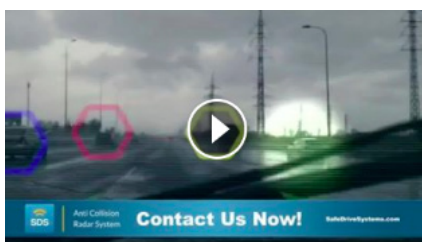
"Prevent a Car Accident" converted 82% better than "Protect Family in the Car" (statistically significant)

#### VIDEO THUMBNAIL TEST



**118%** **\$32.06**  
BETTER LOWER CPA  
CONVERSION

**VS**



#### IMAGE THUMBNAIL TEST



**44%** **\$5.82**  
BETTER LOWER CPA  
CONVERSION (STATISTICALLY SIGNIFICANT)

**VS**



**BOTTOM LINE: AGGRESSIVE A/B TESTING THROUGHOUT THE AD ACCOUNTS AND POST-CLICK EXPERIENCE HAD A MASSIVE POSITIVE IMPACT ON BOTTOM LINE FINANCIALS, MASSIVELY REDUCING COSTS AND IMPROVING PERFORMANCE.**

Clever Zebo is a team of smart marketers who help companies perfect their conversion path through A/B testing and optimize digital advertising to perform awesomely.