

Aircall SEM Keyword ROAS

Google Ads is the largest paid acquisition channel we leverage on Aircall’s North American (NA) marketing team. Before 2020, the NA Google Ads account generated a positive ROAS, but it was mostly due to ads triggered by branded terms, such as “Aircall reviews” and “Aircall pricing.” By researching and testing the effectiveness of brand conversions on our overall pipeline, we were able to determine that we could significantly reduce our spend on branded ads while maintaining the same amount of overall leads through **organic search performance**.

This discovery enabled us to dedicate a larger portion of our Google Ads budget to non-brand ads triggered by keywords that do not contain our brand name. To ensure we are targeting the most relevant keywords for our business, I set up a Google Sheets workbook that automates keyword spend and revenue reports through Google Ads and Salesforce add-ons, resulting in **65,000 cells of data**. This data is then aggregated by complicated *SUMIFS*, *COUNTIFS*, and *DGET* formulas that I wrote. Once per week, I pulled a list of keywords that generated sales qualified opportunities (SQOs) with a positive ROAS. I then delivered these keywords to the PPC agency handling our Google Ads account, with the goal of raising our bids and optimizing our ads for these specific keywords. This strategy also revealed expansion opportunities to build out **new keyword groups** and **dedicated landing pages**. Subsequently each week, I generated a list of keywords and ad groups to pause that spent above our preferred customer acquisition cost (CAC).

Keyword	Match type	Spend	LTV	ROAS
+call +remote +working	Broad match	\$110	\$19,100	\$180.90
+shopify +sales	Broad match	\$50	\$9,100	\$179.72
autodial	Phrase match	\$110	\$10,300	\$94.30
+automated +customer +care	Broad match	\$110	\$9,700	\$88.95
+ring +remote +working	Broad match	\$100	\$6,700	\$67.44
[call +monitoring +software]	Exact match	\$100	\$6,600	\$66.79
call +recording +software +for +business	Phrase match	\$110	\$7,000	\$63.65
+inbound +call +center	Broad match	\$100	\$5,900	\$59.77
+virtual +call +center	Broad match	\$100	\$5,700	\$57.56
+call +ignoring +software	Broad match	\$110	\$4,700	\$43.05
[virtual +call +center +software]	Exact match	\$100	\$4,000	\$40.69
+virtual +call +center	Broad match	\$100	\$3,700	\$38.67
+call +ignoring +software	Broad match	\$100	\$2,900	\$29.91
+integration +call +center	Broad match	\$100	\$1,900	\$19.75
[call +center +software +software]	Exact match	\$100	\$1,800	\$19.46
+remote +sales +software	Broad match	\$100	\$1,500	\$16.54
[cloud +call +center]	Exact match	\$100	\$1,500	\$16.23
[simple +call +center +software]	Exact match	\$100	\$1,500	\$15.93
virtual +call +center +software	Phrase match	\$100	\$1,500	\$15.72
+integration +call +center	Broad match	\$100	\$1,400	\$14.46

Above are the top 20 SEM keywords of 2020, for Aircall so far. The actual keywords, spend, and lifetime value (LTV) have been partially blurred out to protect their data, but the ROAS per \$1 spent is reported accurately in the last column.

In the first 8 months of 2020, this strategy led to **54 non-brand keywords** being associated with Closed Won sales opportunities. Of these 54 keywords, the **average ROAS** per \$1 spent—calculated by multiplying keyword revenue by Aircall’s average customer lifetime, then dividing LTV by spend—was **\$7.86** for this set of keywords.