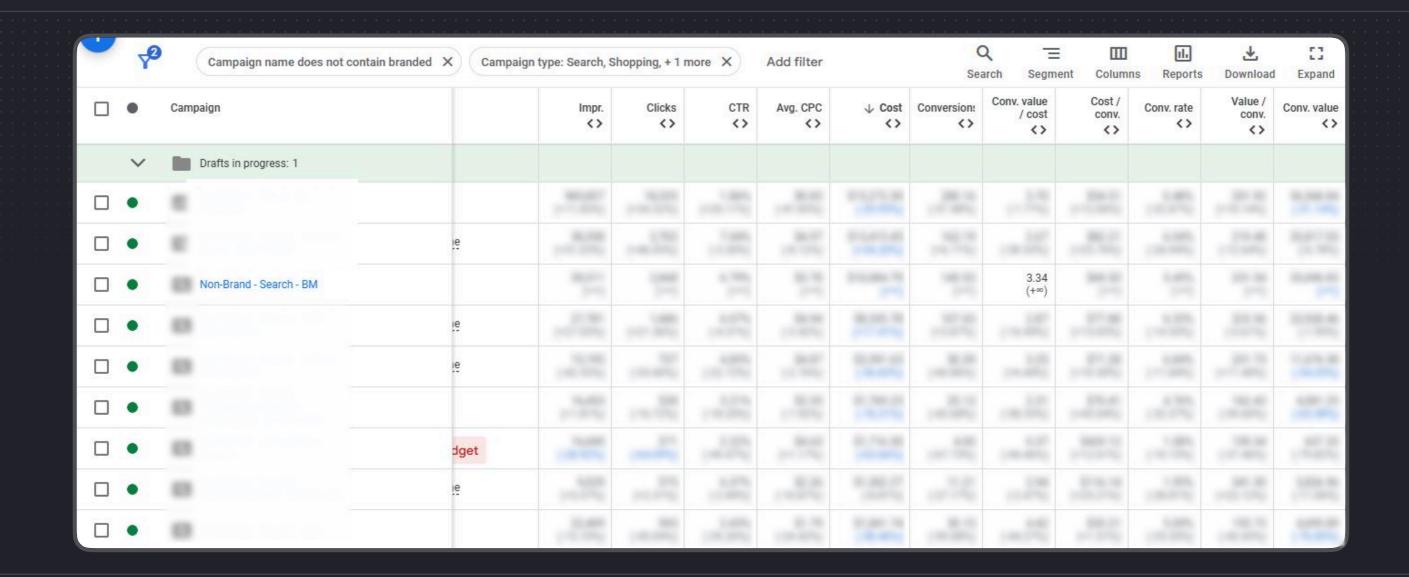
## We Made Broad Match Actually Work

## Problem

Legacybox was struggling to scale non-brand text past a certain level without drastically increasing CPCs, so we introduced broad match targeting. While broad match can sometimes be avoided due to concerns about performance, these challenges typically come from campaigns that aren't structured or optimized correctly. By applying the right strategy, we were able to leverage broad match effectively and open up new opportunities for growth.



## Our Solution ····· Results

- Setup a broad match test to have 4 ad groups with 5 keywords max, using the top-5 converting keywords for each of their product lines (film, tapes, photos, and a special VHS).
- Used a super healthy set of negative keywords and utilized our tROAS portfolio bid strategy with a tight max bid limit.

. 200/	CTD
+33%	<b>UIK</b>
	+39%



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I test broad match every 6–8 months and one thing I've been seeing across the portfolio is non-brand text weakening and spend going away from it in favor of Google Shopping. It's a breath of fresh air to find a version of Non-Brand text that works without skyrocketing your CPCs.

**Austen Wiley** 

Ready to see similar results for your brand? Let's optimize your marketing strategy and drive new customer growth today!



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