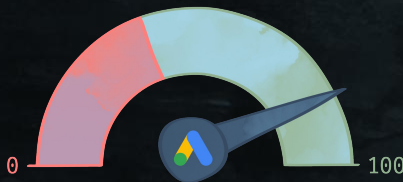




F L U E N C Y



Optimization Score (OptiScore) Study

Optimization Score (OptiScore) Study Overview

Brands today are looking to get an edge over the competition in any way they can. This provides a great opportunity for measurable concepts such as the Google Optimization Score (OptiScore) to take hold, establishing a universal success metric for digital marketing campaigns.

In January of 2022, Google stated there was a clear connection between increasing your OptiScore and improving your cost per click, cost per conversion, and other key metrics. There are a lot of opinions and chatter in the space regarding the validity of any OptiScore benefits. Given the strength of these claims from Google, Fluency wanted to see how they stood up to independent scrutiny. The Google OptiScore study provides clients and the industry at large with a dataset that tests and confirms outcomes and best practices for Google OptiScore.

Fluency OptiScore Study Goals

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Put forth the **most compelling facts/figures** relating to the OptiScore.

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Provide Fluency clients and the broader industry with a **third-party study** of the OptiScore.

Test Google claims around OptiScore on a broad third-party dataset.

Key Performance Indicators

Per the existing documentation on OptiScore, Fluency tracked specific key performance indicators (KPIs) as recommended OptiScore actions are adopted:

1. **OptiScore is expected to go up when OptiScore actions are taken**
2. **Cost per conversion is expected to go down when OptiScore actions are taken**
3. **The effect is expected to be strongest where the accounts also have a goal of conversions**
4. **The OptiScore is not expected to affect the cost per click cases where a conversion goal is applied**

Brief Data Set Overview

3 million account days of data from November 2020 – November 2021.

With multiple observations for each account, Fluency made three main types of comparisons:

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Cross-sectional comparisons
across all accounts

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Measuring the change in KPIs
when accounts apply OptiScore.

Measuring the change in KPIs
when accounts adopt KPIs and
Conversion Goals

Analysis Method

To measure the change in KPIs for OptiScore, Fluency examined a cross section of all accounts, the change 30 days before/after applying OptiScore, and given the gross number of OptiScore changes made. To do so, Fluency created a sample group that only contained accounts that applied OptiScore recommendations, and also had at least 30 days of data prior to this action.

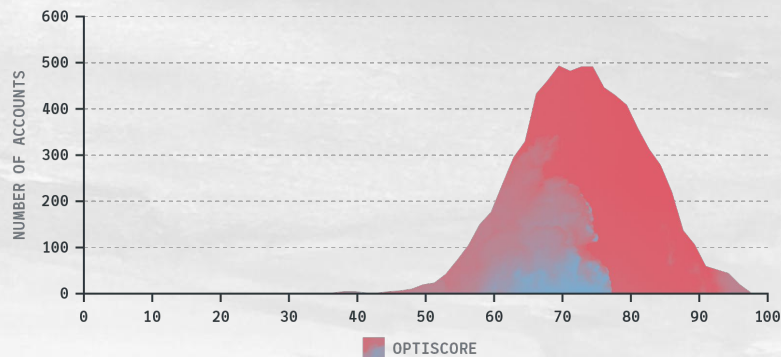
A/ Cross Section (table w/ KPIs)

B/ 30 day pre/post (averages on a graph)

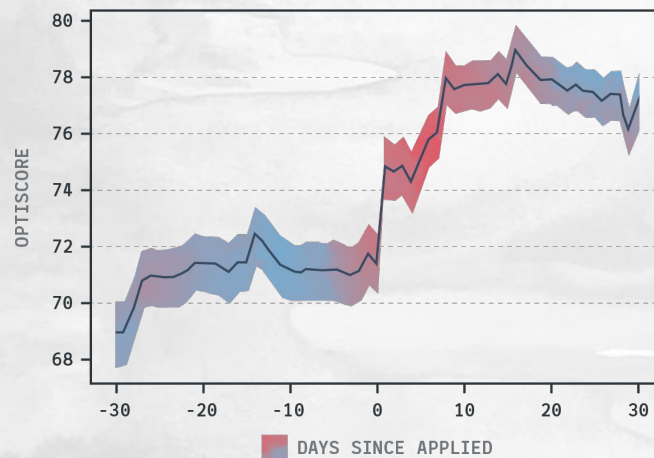
C/ Mean KPIs w/in 30 days of change for OptiScore



Summary Statistics



Relatively normal distribution centered around 74. (Representing all accounts at end of September.)



The outcome is a lasting step change in OptiScore once OptiScore recommendations were applied.

Key Findings

Initial Discoveries Overview

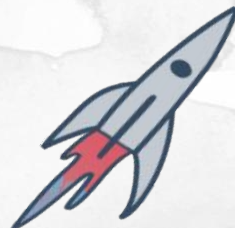
- 10 point increase in OptiScore correlates with a 4% reduction in cost per click (20 cents from baseline of \$4.79).
- Applying 10 recommendations increases your OptiScore by 3.19, or 4.4%, on average.
- Account days that have optimization recs applied see a 5.6% lower cost per conversion, and a 7.56% higher optimization score when compared to those that do not.
- For accounts that increased their OptiScore by at least 10 points, cost per conversion decreased by an average of 10% over an 1 month period
- For accounts with conversion goals that decided to apply OptiScore, their cost per conversion goes down by 79 cents, or 2.6%, within the first month.



Average Account Plan Percentage Increase/Decrease

Change in OptiScore	Cost per Conversion	Total Conversions
OptiScore increased by 10 or more pts	-7%	+33
OptiScore increase by less than 10 pts	+8%	+14%
Overall	5%	+26%

Accounts who increased their score by at least ten points saw a median decrease of 12% in cost per conversion, as well as a median increase of 10% in total conversions. About a quarter of accounts in this study were able to increase their score by ten points within a month of applying their first opti recommendation.



Initial Google Statements

*“Advertisers who increased their account-level optimization score by 10 points saw a 10% increase in conversions.”**

- **Validated, 42% of accounts that had a 10 point increase saw at least 10% increase in monthly conversions**
- **Furthermore, 56% of accounts that had a 10 point increase saw at least 10% decrease in cost per conversion**

*“Accruing at least 10 OptiScore points can result in up to a 25% uplift in conversions”**

- **Validated, 32% of accounts saw this result in our study**
- **Furthermore, 37% of accounts saw a 25% decrease in cost per conversion**

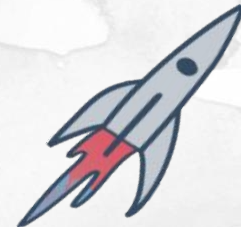
* <https://support.google.com/google-ads/answer/9438178>

Recent Google Statements

*“We’ve seen advertisers that used recommendations to increase their account-level optimization score by 10 points saw a median 14% increase in conversions.”**

- **Further information is needed to validate**

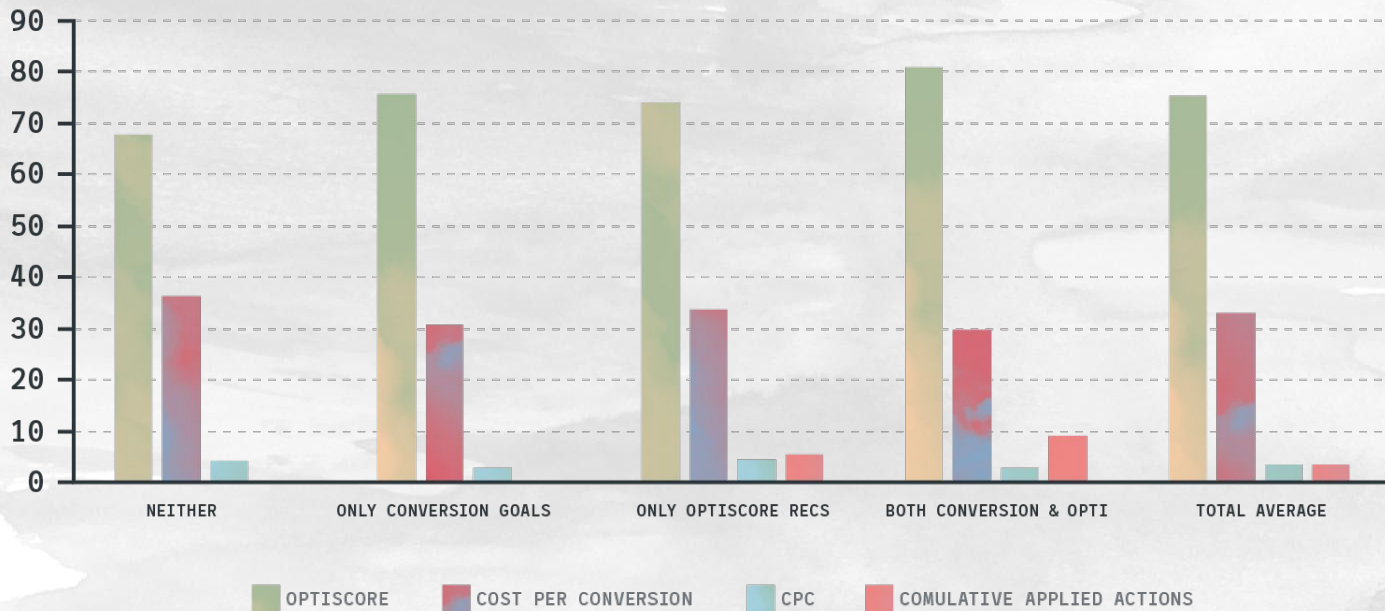
* <https://support.google.com/google-ads/answer/11584803>





Breakdown by Status

All Industries: Key Performance Metrics, sorted by the use of Goals/Recs



Account days with and without Optimization Recommendations

Status	Avg. Optimization Score	Avg. Cost Per Conversion	Avg. Applied Actions
Not Applied	71.18	\$32.43	0
Applied Recs	76.95	\$30.13	7

Account days that have at least one optimization rec applied, see a 5.6% lower cost per conversion and a 7.56% higher optimization score when compared to those that do not.

KPIs by OptiScore Status and Conversion Goal Status

Status	Avg. Optimization Score	Avg. Cost Per Conversion	Avg. Applied Actions
Just Conversion	75.62	\$30.83	0
Applied Recs + Conversion	81	\$28.70	9

Conversion-focused accounts saw an average of 79 cents, or 2.6% decrease in cost per conversion within 1 month of applying their first OptiScore recommendation.

Both vs. Neither

Status	Avg. Optimization Score	Avg. CPC	Avg. Cost Per Conversion	Avg. Applied Actions
Neither	68.27	\$4.25	\$33.71	0
Applied recs + conversion	81	\$3.01	\$28.70	9

An 18% change occurs when comparing these two account types.

About Fluency

Fluency is the premier provider of enterprise-level campaign software to the advertising industry. The company's platform is built around Robotic Process Automation—a technology application unique in advertising—that delivers unparalleled efficiency, accuracy and quantity capabilities for digital marketers working in both agencies and brands.

Based in Burlington, Vermont, with team members in 11 states, Fluency's founders and staff leverage a singular combination of expertise, talent and inventiveness in their efforts to sustainably, collaboratively and enjoyably transform their clients'—and their own—businesses.



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