

How TwoSpouts partnered with Bark to Rewrite Ad Copy to increase Conv / Impr Rate.

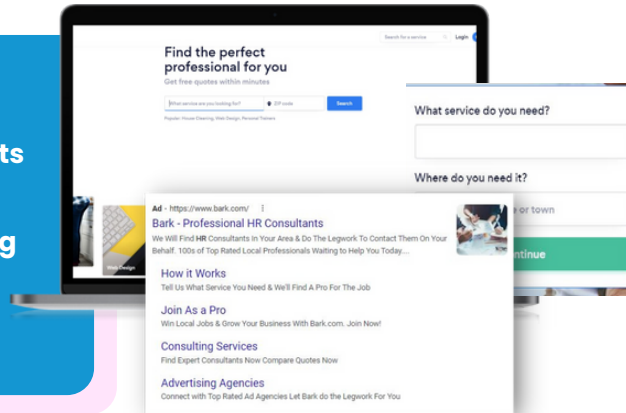
Bark is the go-to marketplace to match service providers & freelancers with new gigs in the UK.

As a platform that relies on Google Ads as its main acquisition channel and already being at scale, Bark approached me looking to optimize their ad copy to drive significant increases in key metrics. I worked with them to successfully roll out a new line of killer ads.

Those that overperformed resulted in up to a 30% increase in Conversion per Impression Rate.

How i did it, yay!

- Discovery of customer pain points
- Competitor research
- Identify what is currently working
- Ad copy rewrite overhaul
- AB testing agains told copy



The Results

↑ ~60%
Increase in Click Through Rate

↓ ~30%
Increase in Conversion per
Impression rate



"Thanks for helping us improve the ads Mike."

Max Feller, Head of Marketing at Bark