



## CASE STUDY

# Squadhelp lays claim to massive ROAS and revenue growth with recommendations and optimization score

### About

Squadhelp is one of the world's largest platforms for company naming and branding. Featuring more than 200,000 freelance naming experts and offering AI-based name discovery, audience testing, and trademark validation services, Squadhelp has assisted more than 30,000 companies in finding their winning name and building their brand.

### The challenge

For Squadhelp's naming business, keywords are everything. But scaling across hundreds of industries in dozens of countries was quickly becoming a problem. With more than 30,000 keywords in its Google Ads account, manually managing them all created major visibility and efficiency issues. This large scale operation also made it difficult to keep cost-per-acquisition



### Squadhelp

Hoffman Estates, Illinois, USA

[www.squadhelp.com](http://www.squadhelp.com)

**60%** YOY boost in ROAS

**2x** increase in revenue

**50%** less time managing account

(CPA) low while identifying and prioritizing optimizations to keep return-on-ad-spend (ROAS) high.

## The approach

In Q1 2020, Squadhelp began using recommendations to automatically identify account optimizations at scale based on the Search trends across Google and performance history, including suggesting alternate ad copy, additional keywords, and potential new audiences. Squadhelp also uses optimization score to measure how well its account is set to perform based on these recommendations, giving them visibility across its whole account with reliable impact estimates that build confidence in its overall ads' efficiency.

"Recommendations are extremely targeted and specific, and overlapped with what our team would have come up with manually," says Darpan Munjal, founder of Squadhelp. "The difference is, our team could only go so far in terms of depth; these were a lot more extensive than what we could have come up with, and on a massive scale."

## The results

Since utilizing recommendations and optimization score, Squadhelp has seen its ROAS leap by 60 percent year-over-year (YOY), contributing to more than 2X growth in revenue for 2020. And by spending an estimated 50 percent less time managing its Google Ads account, Squadhelp's team is free to focus its efforts on more strategic growth opportunities.

"These efficiencies have provided us with more time to target new industries, new countries, work on our platform, and grow our business rapidly," Munjal says. "Now we can see the bigger picture and go after our expansion opportunities."

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**"We are a data-driven company, and Google's automation features allow us to drive a better return on our ad spend that lets us grow our business."**

—Darpan Munjal, Founder,  
Squadhelp

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### About Google Ads

Google Ads is a digital advertising solution for businesses of all sizes. Whether you're a small business owner or enterprise marketer, Google Ads delivers reach, relevance and trusted results to help you grow your business. Learn more at [ads.google.com/home](https://ads.google.com/home).

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