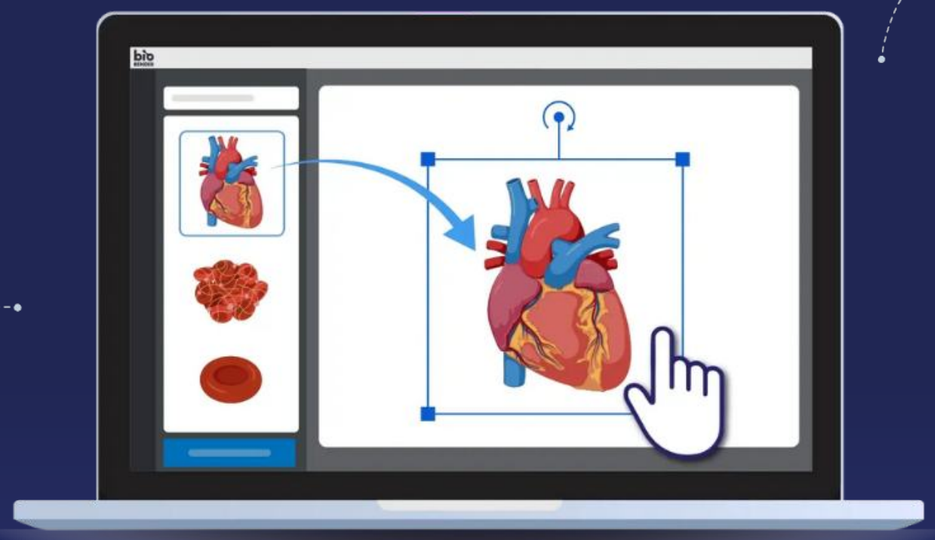
bioRender

BioRender scientific illustration software is revolutionizing science communication: *The world's first tool designed to help users create and share professional scientific figures in minutes!*

Google Ads Case Study • 4 Months



+83%

Increase in Conversions

-47%

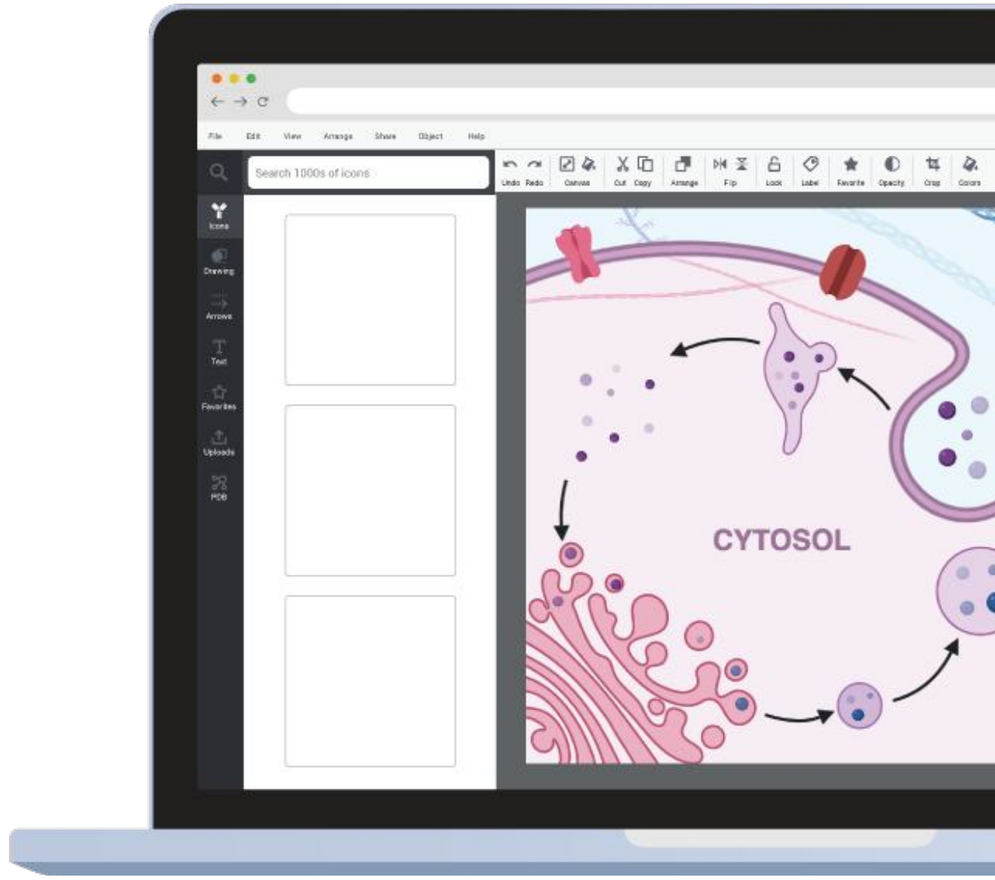
Decrease in Cost-Per-Conversion

+51%

Increase in Conversion Rate

ABOUT BIORENDER

BioRender is on a mission to accelerate the world's ability to learn, discover, and communicate science. As the world's first tool designed to help scientists create and share professional scientific figures, BioRender aims to be the trusted platform for clear and collaborative science communication. With its vast library of pre-drawn icons and customizable tools, BioRender simplifies the communication of complex scientific concepts, making research findings easier to understand.

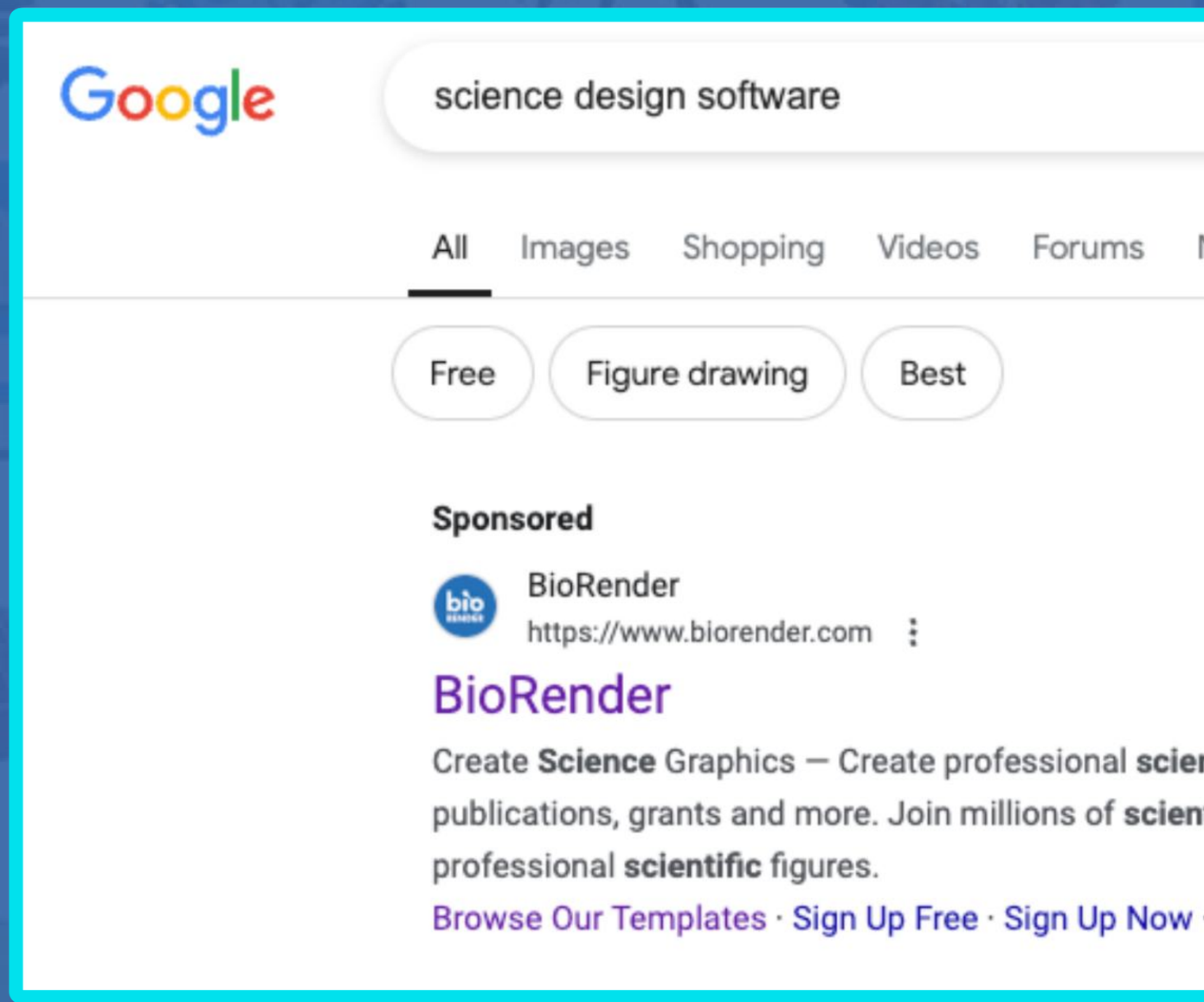


THE CHALLENGE

BioRender engaged Upgrow to help manage their Google Ads with the goal of driving qualified sign-ups from users likely to become paid customers. Their objective was to improve efficiency while scaling the volume of monthly sign-ups generated globally across key markets in North America, EMEA, and ANZ.

THE SOLUTION

Upgrow audited BioRender's paid media marketing efforts to identify opportunities for scaling and reducing wasted spend. We identified Google Ads as the most suitable platform for driving sign-ups based on search intent. We implemented a SEM strategy focused on search campaigns segmented by BioRender's core offerings and audience types with tiered budgets according to market profitability data.



GOOGLE ADS STRATEGY

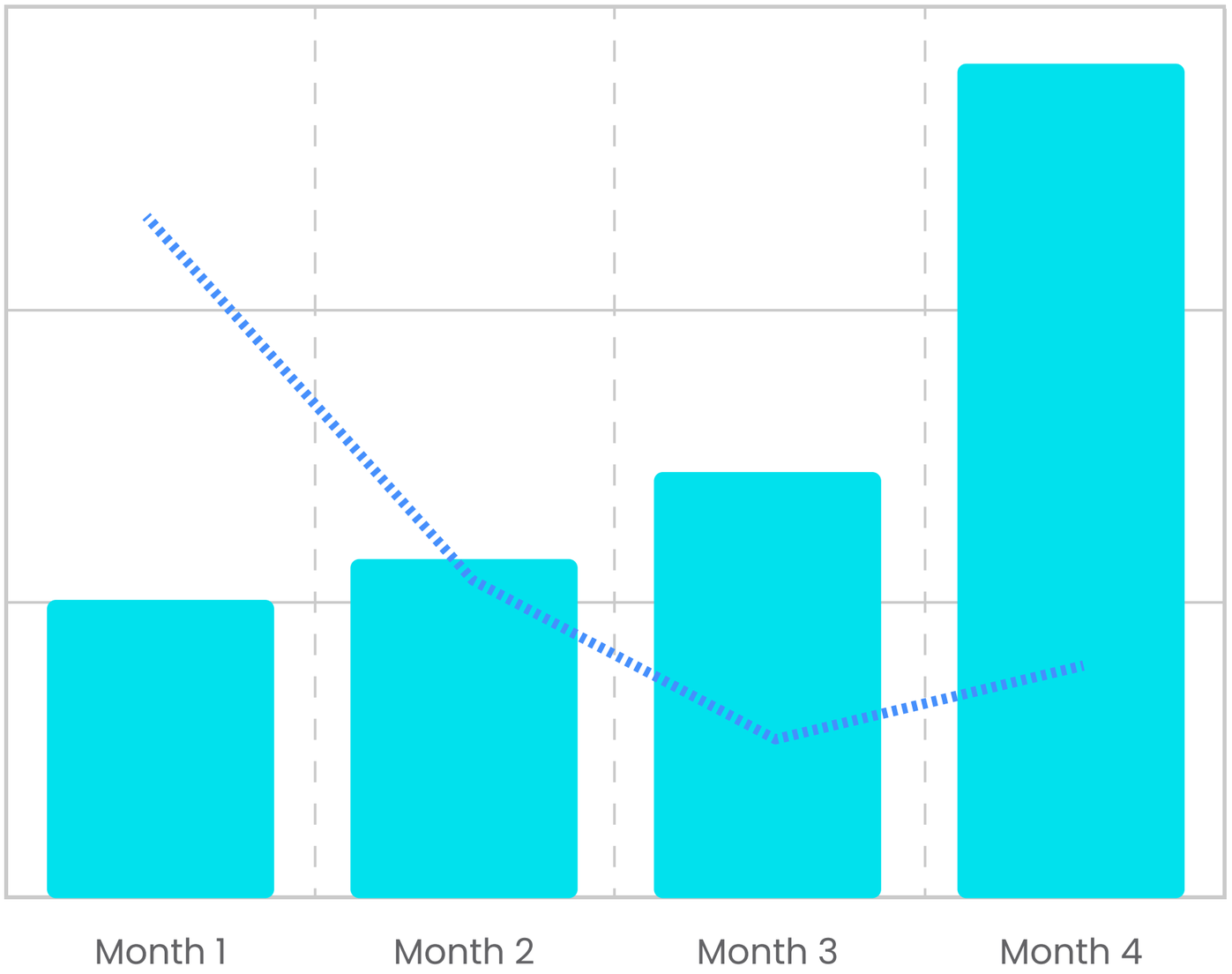
We leveraged Target CPA bidding to reduce costs and improve the efficiency of sign-ups, which allowed us to scale the campaigns while controlling Cost-Per-Click (CPC). By conducting regular search query reviews, we eliminated irrelevant traffic and preserved the budget for higher value customer personas. This resulted in improved conversion volume at a lower cost per conversion, which allowed us to ramp up spend for further scaling.

+83%

Conversions

-47%

Cost/Conversion



THE APPROACH

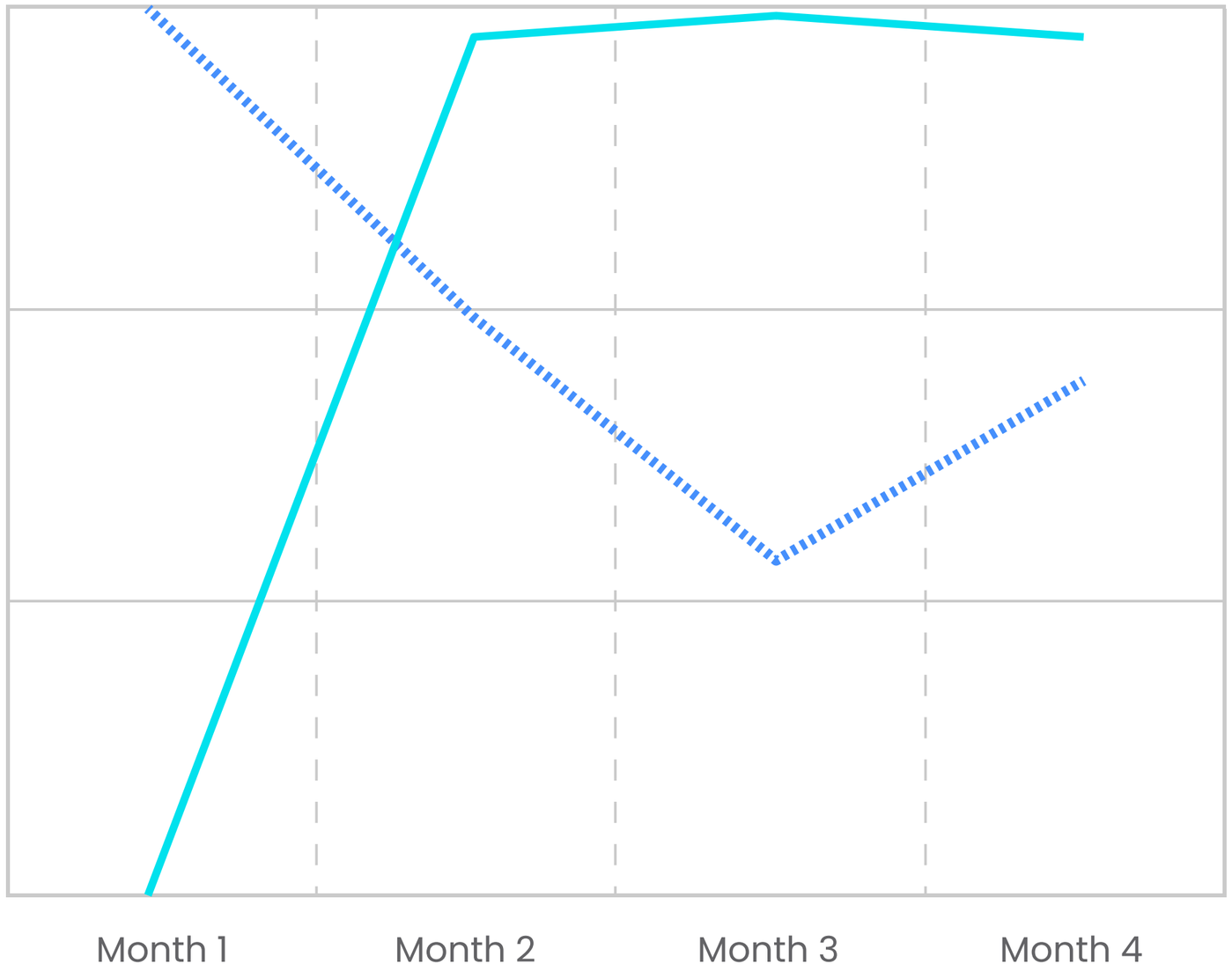
We focused on Google Search campaigns, due to their historical success, allowing us to refine the account's structure and expand our list of converting keywords. We refreshed the ad copy, aligning it with best practices and our updated keyword strategy, while honing in on what resonated most with our target audience. These efforts resulted in higher-quality clicks and a significant increase in CTR.

+208%

CTR

-20%

CPC



We prioritized improving ad relevance, expected CTR, and landing page experience to raise keyword quality scores by aligning ads, keywords, and landing pages. This increased clicks, lowered CPC, and boosted conversions, leading to higher CVRs and reduced cost per conversion.

Quality Score Criteria Improvement

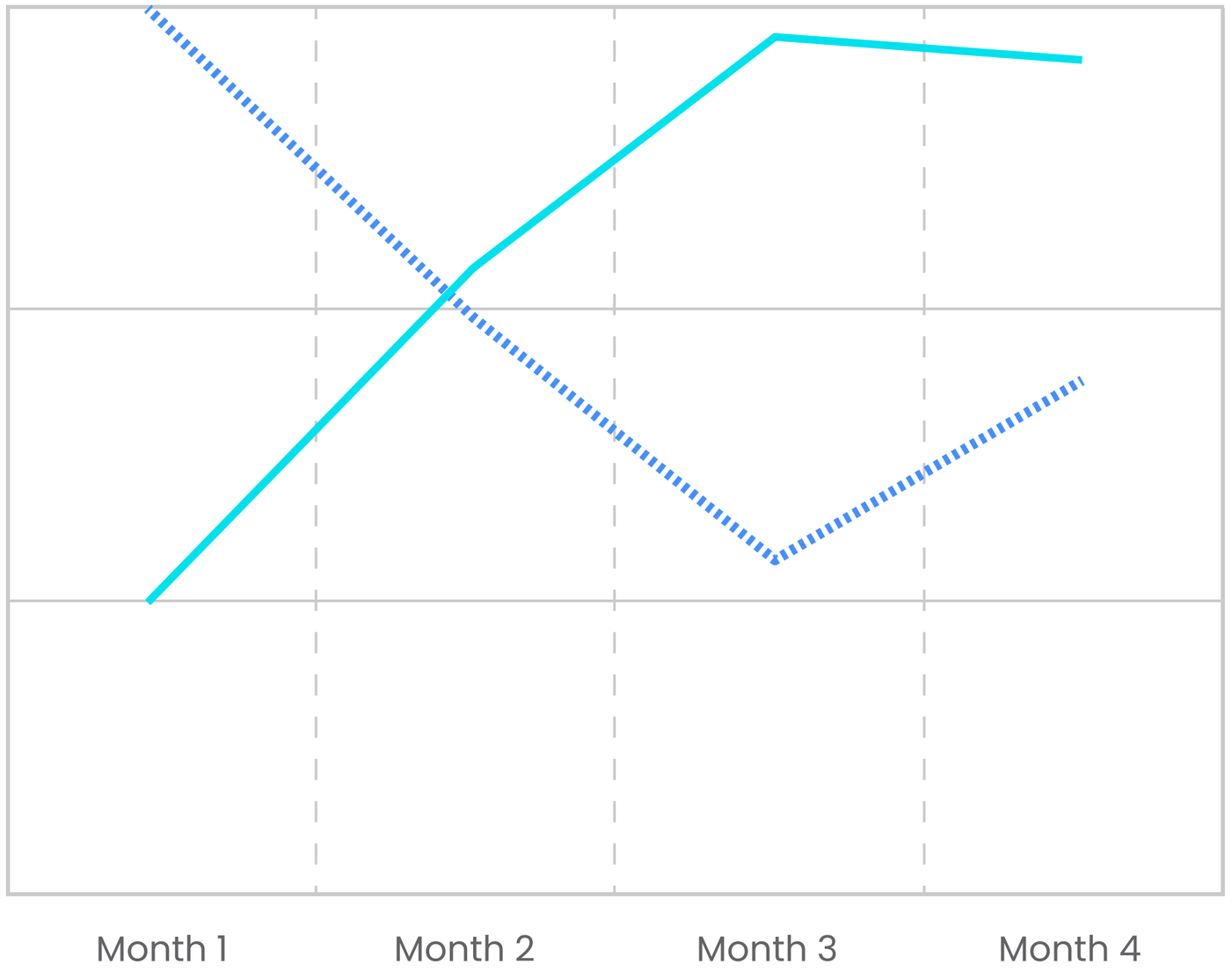
+74%
in Ad Relevance

+27%
in Expected CTR

+18%
in Landing Page Experience

+51%
CVR

-20%
CPC



THE RESULTS

Over a 4-month period, we achieved significant improvements across the following key areas:

+21% Clicks	**-20%** CPC	**+208%** CTR
+83% Conversions	**-47%** Cost/Conversion	**+51%** CVR

Upgrow's strategies transformed the efficiency of BioRender's campaigns, driving more conversions at lower costs. This led to a stronger ROI, a more cost-effective approach to scaling digital marketing efforts, and a significant improvement in overall account performance.

“Working with Upgrow has been awesome. Their strategic approach to managing our Google Ads campaigns not only drove a significant increase in qualified leads but also helped us optimize our budget for maximum ROI. Upgrow is responsive, data-driven, and proactive - true strategic partners who are as invested in our success as we are. I highly recommend working with them!”

— JORDAN GRONKOWSKI, MARKETING OPERATIONS MANAGER

bioRender

UPGROW

Ryder Meehan & Danny Ng

CO-FOUNDERS & CO-CEOS

LET'S CONNECT

Get more consistent qualified traffic, leads, and sales than you ever thought possible! Tell us about your goals, and we'll show you how.

Upgrow is more than a marketing agency, we are the engine of growth for **your business**.

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