



# Harvard Business Services realized their best year ever with a full-funnel approach



Harvard Business Services + JumpFly  
Lewes, DE, USA • [delawareinc.com](https://delawareinc.com)

## The challenge

After years of steady growth, Harvard Business Services **wanted to make a push for exponential growth** and become the leader in their field.

JumpFly aimed to maintain efficiency while increasing customer acquisitions.

## The approach

JumpFly **leveraged all AdWords channels intelligently with extensive audience engagement** to become top of mind, maintain interest, and convert customers.

On top of this, all of their activity leveraged bid automation to turn valuable impressions into actual customers, using valuable insights only available from Google's Smart Bidding.

## The results

By engaging relevant audiences and automating bids, JumpFly was able to scale spend by 47% and increase conversions by 55%.

With better insights into HBS's customer journey, JumpFly was able to prospect more effectively. Remarketed audiences converted at 2x the rate of standard AdWords activity.

## Featured solutions:

### Audience:

- > [Similar Audiences](#)
- > [Display Remarketing](#)
- > [Search Remarketing](#)
- > [YouTube Remarketing](#)

### Attribution:

- > [Data Driven Attribution](#)
- > [Rules Based Attribution](#)

### Automation:

- > [Target CPA](#)
- > [Target ROAS](#)
- > [Maximize Conversions](#)
- > [Enhanced CPC](#)
- > [Dynamic Search Ads](#)
- > [Dynamic Remarketing](#)
- > [Smart Display Campaigns](#)

“ Harvard Business Services had their best year ever and is continuing to grow with the use of automation ”

—Cary Goldstein, Account Director, JumpFly

2x

conv. rate for relevant audiences

55%

Increase in conversions

19%

Decrease in CPA from auto-bidding