



Ancestry is the largest for-profit genealogy company in the world, operating a network of genealogical, historical records and related genetic genealogy websites. Ancestry.com had historically captured leading market share across paid search and shopping ads.

Problem

Ancestry's mature US business had growth headwinds across new Family History subscriptions and DNA kit purchases. Paid search appeared to be tapping out on its ability to add material growth.

Solution

Ancestry has adopted Bonsai's **Predicted Click Value (pCV)** model to power their Google Ads campaigns for **+100% ROAS**. pCV, Bonsai's proprietary predictive buying algorithm for paid search, trains Google Ads Smart Bidding tROAS to buy incremental value - all without needing the Google Ads Conversion / Floodlight Conversion Tracking data. Instead of letting Google Ads determine conversion buying, Bonsai sends Ancestry's first-party data back into Google Ads for better buying decisions.



Bonsai ran 2 separate A/B tests using the pCV bidding model - Bonsai's technology that retrains Google Smart Bidding AI using **Unified Customer Measurement**.



Ancestry's pCV model acquired higher value customers - more likely to purchase a Family History subscription or DNA Kit as opposed to just wanting a free trial.

These customers retained longer, and bought bigger subscription packages when compared to customers acquired from Google Ads Smart Bidding powered by Floodlight Conversion Tracking.



Ancestry saw an increase to **Brand ROAS of +185%** and **Non-Brand ROAS +16%** across their US paid search marketing program. Ancestry's entire Family History paid search program now runs on Bonsai's pCV model for bidding.

"We saw great success with Bonsai's pCV model and we were excited to roll the model out across our entire portfolio. This is a great solution for the growth drivers that we were looking for!"

- Corrina Englund, Vice President Marketing, Global Media

Results

- pCV generated higher customer value (LTV) and improved Cost-per-Signup (CPS)
- pCV customers showed higher intent and retention
- pCV bidding resulted in higher paying subscriber volume despite sign-up headwinds
- pCV materially improved performance and drove Ancestry's top and bottom line

"We've seen great results from using Bonsai's predicted Click Value model. Not only have we seen higher customer value and improved efficiency, but we also see higher intent and retention when our teams analyzed the types of purchases coming from our Google Ads efforts."

- Shourya Malik, Director Marketing Analytics