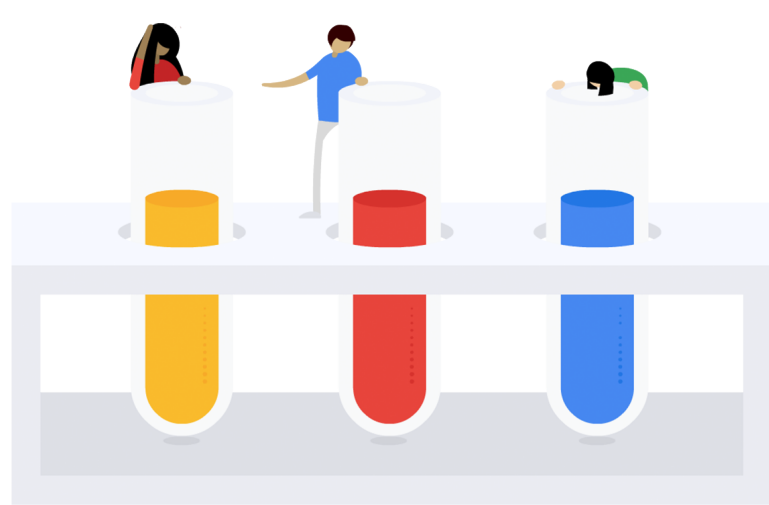


# Experiment: How Paisabazaar increased leads by enhancing its mobile page speed



## Experiment with Google Ads

### What we set out to test

Can enhancing mobile site speed and improving user page experience using Accelerated Mobile Pages (AMP) generate more leads for online businesses?

### The background

Mobile user expectations in APAC are higher than ever. Because [53% of mobile visits are abandoned if a site takes longer than three seconds to load](#), brands need to consider whether their mobile sites are up to par in order to keep users from bouncing.

Search has helped [Paisabazaar.com](#), India's No.1 online marketplace for loans and credit cards, reach relevant audiences and generate new customer leads. To continue to grow its business, the online marketplace realized a seamless mobile experience was crucial to making its customers' personal financial decisions easy and convenient. So Paisabazaar turned to [AMP](#) to see whether enhancing mobile site speed could unlock true incremental conversions from Search ads.

### How we set the experiment up

After conducting a user experience (UX) audit of its homepage using [PageSpeed tools](#), Paisabazaar tested the impact of mobile speed by implementing AMP, which relies on custom HTML to enable high-performing mobile websites across devices.

The brand used [Drafts and Experiments](#) (D&E) tools to run two parallel Search campaigns. D&E uses a search query-based split to ensure users only see one of the campaigns and lets experimenters observe the impact of each campaign individually.

### Solutions we used

- [Drafts and Experiments](#)
- [Accelerated Mobile Pages](#)
- [PageSpeed tools](#)

Paisabazaar maintained a consistent landing page interface and functionality for the control and test groups, making mobile speed the only test variable.

#### Control group:

Traffic from Search ads leading to non-AMP landing page

#### Test group:

Traffic from Search ads leading to AMP landing page

Both campaigns ran in India with equal budgets for two weeks.

### What we learned

AMP helped Paisabazaar.com significantly increase load time performance, which created a [better mobile browsing experience](#) and drove incremental leads through mobile.

+60%  
faster load times  
with AMP

+10%  
incremental conversions\*  
through Search Ads  
via AMP

\*conversion = lead generation form completed

*This case study is part of the Experiment with Google Ads Program.*