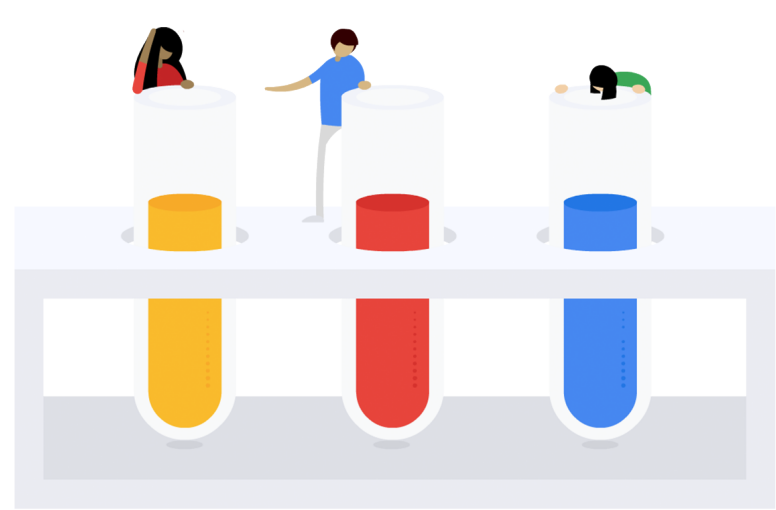# Experiment: How Maggi maximized its website discoverability

Experiment
with **Google** Ads

What we set out to test

Can Dynamic Search Ads help maximize content discoverability and minimize operational effort?

The background

The internet is full of content from tons of brands competing for consumer attention.

MAGGI has long been an ally to home cooks in promoting the goodness of homemade food with its wide range of products, such as MAGGI Magic Sarap, Sinigang mix, and a broad range of bouillons and sauces.

The brand posts recipes on its website that show how easy it is to prepare everyday dishes at home using MAGGI products. There are currently more than 200 recipes for consumers to browse.

To ensure its recipes stood out in today's ever-crowded content space and the highly competitive battle for consumer attention, MAGGI tested Dynamic Search Ads to see if it would improve the discoverability of all recipe pages without increasing budgets or implementation workload.

How we set the experiment up

MAGGI compared content discoverability of manual keyword campaigns to automated search campaigns. The experiment ran in the Philippines for three weeks and the control and test group campaigns ran with equal budgets.

Control group:
Standard keyword campaigns were manually implemented to generate search ads for selected recipe pages.

Test group:
Dynamic Search Ad campaigns were fully automated and used machine learning to maximize relevant search traffic to all recipe pages.

Solutions we used

- Dynamic Search Ads
- Drafts and Experiments

What we learned

Dynamic Search Ads increased recipes' discoverability and visibility with the same budget. These ads also minimized operational efforts, making them an especially sustainable solution for content-heavy sites.

+600%
in incremental visibility
and discoverability
(by relevant audiences)

-207%
in the typical planning
and implementation time

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