



# GoCompare Drives 38% More Revenue With Predictive Value-Based Bidding



Price-comparison website  
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## The Challenge

In a competitive auction environment, the ability to act on accurate information is a primary competitive advantage. However, many organisations, like Go.Compare, face a significant disconnect between initial digital engagement and their final sales objectives. As a result, this can create delays in reporting forcing teams to optimise towards shallower conversion goals and see bid strategies optimise towards volume over quality. Additionally, Go.Compare were keen to find a more durable solution that didn't rely on data collection methods that were degrading.

## The Approach

The primary objective was to transition from a volume-based bidding strategy to one centered on long-term profitability. To overcome the hurdle of delayed sales cycles and to bridge the gap between digital intent and offline results, Go.Compare partnered with TRKKN to build a custom data & AI infrastructure using Google Cloud's Vertex AI.

- **Integrated Data Infrastructure:** TRKKN developed a custom AI framework that unifies historical web engagement signals from Google Analytics with finalised sales data to eliminate visibility gaps.
- **Predictive Propensity Modeling:** Leveraged Vertex AI to build a profit-prediction engine that identifies high-value leads at the point of capture.
- **Real-Time Bid Optimisation:** This predicted revenue was fed directly into SA360, via sGTM, enabling the Target ROAS bidding strategy to activate immediately without waiting for final offline sale confirmation.

## The Result

The initial pilot demonstrated that bidding based on predicted value, rather than mere conversion volume, drives significant business growth without compromising efficiency. By using predictive AI to bridge the gap between offline outcomes and online bidding, Go.Compare closed the loop between delayed sales data and real time marketing signals, and identified a blueprint for scaling advanced bidding.

“In a competitive sector, unlocking new opportunities for automation, efficiency, and delivering more performant search optimisation is crucial. By partnering with TRKKN and benefitting from their expertise across all aspects of the Google stack and custom predictive bidding, we've been able to bridge a critical data silo and significantly advance our approach.”

— Paul Rogers, VP of Marketing, Go.Compare

# +38%

Revenue Increase, scaling high-value volume

# +11%

ROI increase, as AI efficiently identified profitable users