2025 Report Card

Bonsai Google Ads Algorithm

Executive Summary

Bonsai's Google Ads Algorithm trains Google Ads Smart Bidding to buy incremental business value more effectively than any alternative. Our 2025 performance benchmarks compare Bonsai's Algorithm performance against business-as-usual (BAU) Google Ads buying across growth stage, mid-market, and enterprise B2C companies. The empirical data showcases material improvement in incremental business outcomes and media efficiency, while increasing a brands eligible addressable market. Bonsai's Google Ads Algorithm will improve advertiser returns by over $1B by the end of 2026.

$68M 📊

in additional revenue (on avg.) for adopters running 100% of their Google Ads investment through Bonsai Algorithms.

Revenue grew as a share of category demand growth **69x better.**

The algorithm increased more than just **revenues: new customers** and **site visitor** increases greatly exceeded peers who bought Google Ads using BAU methods. Cost-per-visitor improved, and **Bonsai Algorithm clients grew Google Ads budgets 63% faster.**

Average change year over year (YoY)

	Marketing spend	Revenue
BAU	$3,444,000	$34,300,000
Bonsai Algorithm	$2,454,000	$102,300,000

Google Ads avg. annual spend under management

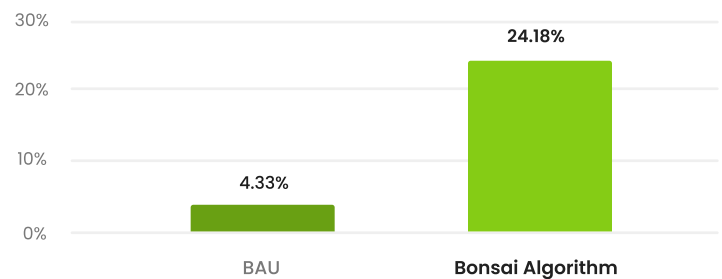|	
BAU	$18,764,000
Bonsai Algorithm	$7,274,000

Benchmark groups include at least 5 companies.

Benchmark groups include representation across Fortune 500, mid-market, venture-backed, and small business segments.

Traffic 📈

Bonsai Google Algorithm clients saw a **24% increase** in web and app visitors YoY. Conversely, BAU buyers' web and app visitor traffic only grew 4.3%.

In total, Bonsai Google Algorithm buying generated **6x traffic growth,** relative to BAU performance.

Web and App Visitors

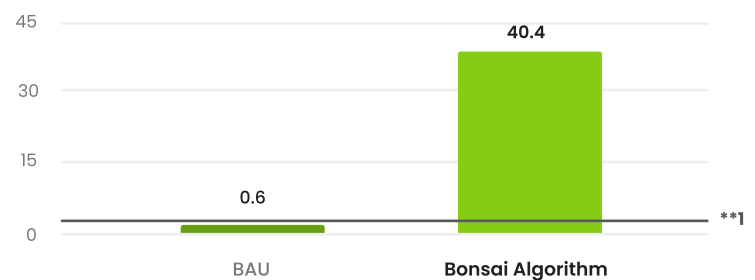|	
BAU: 4.33%	Bonsai Algorithm: 24.18%

Revenue 💲

As a share of available opportunity, **Bonsai Algorithm clients grew revenue far faster than expected.**

Customers grew revenues **8.8% YoY,** despite their categories only growing 0.2%. Conversely, BAU benchmarked at 14% revenue growth, but their categories exceeded that, coming in at 23%.

Revenue vs. Category Growth Ratio

BAU: 0.6	Bonsai Algorithm: 40.4

**1

**Bonsai defines 'Category Growth' as the indexed search demand for each company's core product offering, as reported by Google Search Console data. An index of '1' indicates a company's revenue increased at the same rate as it's respective Category.

Revenue vs. Category Ratio*

Improvement vs. BAU `69.3`

*Revenue vs. category ratio measures how much revenue growth occurred to the revenue growth expected based solely on the category alone. Numbers higher than '1' indicate revenue performance exceeding expectations.
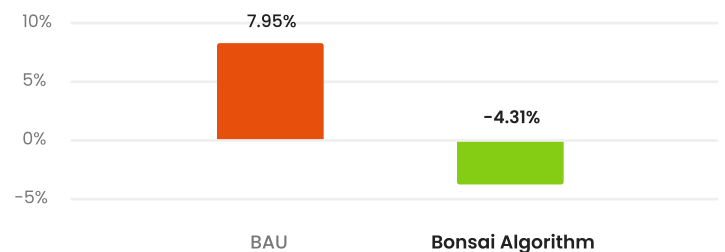
Opportunity 🏅

Because Bonsai's algorithm increases Google Ads efficiency, there's a misconception that algorithm clients find less addressable markets, spend less money on media, and manage smaller budgets with restricted growth.
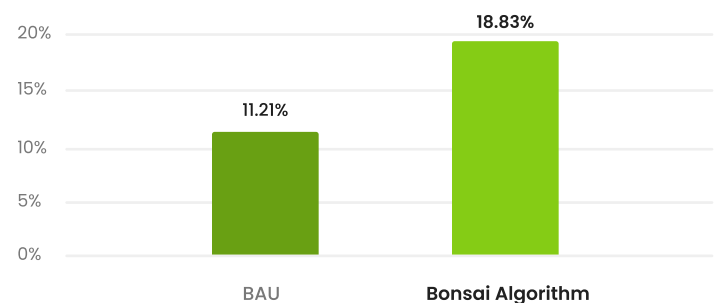
Our benchmarks show the opposite: Google Algorithm adopters grow their overall marketing investment **63% faster (18.8% YoY, versus 11% YoY for BAU),** and have 47% of their marketing budgets invested in Google Ads.

Cost per Visitor, YoY Change

	BAU	Bonsai Algorithm
	7.95%	−4.31%

Despite the increase, Bonsai Algorithm adopters consistently see increased media efficiency. Spend-per-visitor (web and app) actually improves — **down 4.3% YoY** for Bonsai Algorithm clients versus the 7.9% increase for BAU buyers.

YoY Marketing Spend Change

	BAU	Bonsai Algorithm
	11.21%	18.83%

See what Bonsai can do for you.

To download this report and anonymized data behind these benchmarks, visit:

bonsaidata.io/research

Book a demo:

bonsaidata.io/demo