

Case Study: Pay-Per-Click Campaign Enhancement



Situation

Prominent Placement developed a pay-per-click campaign to drive qualified prospects to the eFunds Community Markets website where multiple conversion opportunities were available, such as submitting a contact form or requesting a product demo. The program was further optimized to increase volume and visibility, as these were critical objectives for the client due to recent acquisitions and re-branding efforts.

Strategy

Challenge: To make the client's pay-per-click campaign more robust in order to increase the number of clicks (prospects) and conversions (leads) and increase overall visibility for the brand. Performance and visibility had to be accelerated while remaining within the existing budget constraints and highly competitive marketplace.

Strategic objective: Increase client visibility in sponsored search listings, increase clicks and conversions from pay-per-click campaign, and decrease the average cost-per-click within the pay-per-click campaign.

Creative Strategy: Prominent Placement expanded the pay-per-click campaign by adding approximately 900 new, targeted search terms across some 30 categories. In addition, Prominent Placement enhanced all existing ads and wrote new ad creative, producing approximately 90 distinct ads throughout the campaign.

Results

As shown below, the optimization of the pay-per-click campaign was extremely successful. Also, as a result of the success of the optimized campaign, overall visitors from search engines to the client's website increased 203%. In addition, as a result of the increased number of conversions, this campaign drove \$280,000 in additional potential revenue for the client in Q406.

Visibility from Pay-Per-Click Campaign

Prev Monthly Average	Q4 06 Average	Result Increase %
211K	311K	+47%

Pay-Per-Click Campaign Clicks

Prev Monthly Average	Q4 06 Average	Result Increase %
2,000	4,930	+147%

Pay-Per-Click Campaign Conversions

Prev Monthly Average	Q4 06 Average	Result Increase %
25	81	+224%

Cost-Per-Click

Prev Monthly Average	Q4 06 Average	Result Decrease %
\$2.02	\$1.10	-46%