

Case Study: Pay-Per-Click Campaign



Situation

Polaris Marketing Research, Inc. is a national, full-service marketing research company specializing in customer satisfaction and loyalty measurement programs and qualitative and quantitative analysis. Beginning in Q1 2006, Prominent Placement developed a strategy to optimize the client's existing pay-per-click campaign by increasing the volume of traffic to generate a higher volume of leads.

Strategy

Challenge: Optimize the pay-per-click campaign to produce more leads without diminishing the quality of traffic.

Strategic objective: Increase lead generation (conversions) from the pay-per-click campaign, decrease cost-per-click and increase click volume.

Creative Strategy: Prominent Placement developed a strategic program to optimize the client's pay-per-click campaign over a five-month period. Beginning with an account containing approximately 300 search terms on Google and Yahoo, Prominent Placement removed less targeted terms and added some 600 additional terms for local and geographically-targeted distribution. This ultimately produced a campaign with 1,300 terms, more than four times the size of the original 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 web site increased 63%. In addition, as a result of the increased number of conversions, this campaign drove \$19,250 in additional potential revenue for the client each month. For the second half of 2006 alone, this totaled \$115,500.

Measure	Pre-Enhancements	Post-Enhancements	Difference
Conversions	8	19	+136%
Cost-Per-Click	\$1.71	\$0.99	-42%
Click Volume	950	1500	+58%