

# A Web Marketing Case Study by:



## Global Test Prep Company Generates Major Profits Through PPC

**Correct Utilization of Google and MSN Search, Content, and Image Ads Help Increase Exposure While Providing Huge Financial Gains**

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### Client Facts:

- International Test Preparation and Admissions Counseling Company
- \$200+ million 2010 Net Sales

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### Campaign Goals:

- Increase relevant website traffic
- Boost website registrants
- Improve paid search ROI
- Increase conversions
- Generate revenue
- Revitalize brand image

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### Campaign Results:

**1/1/11 - 7/31/11 vs. 1/1/10 - 7/31/10**

- **+48.75%** increase in total paid traffic
- **+47.08%** Increase in website registrations
- Increased paid search ROI by **35%**
- **+74%** Increase in revenue (an extra \$2,799,471)
- **+31%** increase in purchase conversions (an additional 1903 conversions)
- Increased average order value **+10.32%** (an additional \$95.87)
- Decreased cost per acquisition by **-14%**

**Challenge:** On the scale of size and offerings, this client only has a few true competitors, but its online competitive market space is packed with competitors on both a national and geo-targeted basis. The client's PPC budget is not enough to achieve full visibility for the search volume on the necessary keywords, so Beacon had to devise a strategy to optimize their budget and complete five key goals: (1) increase new, relevant website traffic, (2) increase potential leads they generate, (3) increase the number of conversions, (4) increase the revenue generated, and (5) increase brand visibility.

**Business Solution:** In order to achieve success in the highly competitive paid search channel and hit our return goals, Beacon immediately focused on decreasing the number of impressions lost due to poor quality scores and increase ad click through rates. While we increase the total impression share due to the client's budget constraints, we can make sure to drive the most relevant traffic to the most suited landing pages to increase engagement and conversions on the web. The previous paid management firm did not separate branded and non-branded keywords, which inflated CTR's for specific product ad groups. Beacon does not recommend this tactic because it is important to see the effect of your PPC's strategy on non-branded paid traffic – which you want to increase. We also helped the client identify more accurate margins in order to better track ROI metrics.

**Raised Quality Score:** Beacon consistently improved their quality scores by limiting the number of keywords per ad group and increasing the number of active ad groups active. By adding this level of specificity, we are able to remove much of the interface guesswork required for ad display which increases our impressions, improves our ad positions, and reduces the cost per click. Keywords are now more relevant for each ad.

**Increased Click Thru Rates:** Higher volumes of traffic brought to the website through the ads we display help to increase the CTR. By consistently increasing click thru rates week over week, month over month, we provided an increase in completed goals and allowed for more traffic to enter conversion funnel paths. By constantly testing ad copy, destination URL's, and delivery methods we continued to increase potential leads and conversions.

**Results:** Beacon provided a significant positive return from the above paid search efforts. Utilizing strategies to better organize keywords and reduce the volume of keywords within respective ad groups, as well as providing more budget to higher converting keywords allowed us to effectively increase visibility and produce a tremendous gain in relevant traffic to the website. Constant testing and analytics tracking were essential to generate a higher ROI and increase awareness for our client's brand and products.