

# Existing Campaign Takeover, Increasing Conversions, & Decreasing Cost

## CASE STUDY: TELECOMMUNICATION

A leading telecommunications company came to IMPAQT in search of a vendor who could provide the necessary level of support, guidance, and training critical to the overall success of their Search campaigns. This client enlisted IMPAQT to conduct a three month Paid test with an option to continue based on the campaign's performance and the allocation/availability of budget money. A primary goal was to increase the volume of clicks and orders while maintaining cost/conversion goals.

The client's current bidding and budgeting strategy was delivering a high rate of conversions in the first part of the month, but dipped low towards the end. Their current vendor was spending 85%-90% of their budget during the beginning of the month, causing them to place high in the rankings during that time, but dropping considerably low once the budget became tight. Another challenge in taking over the management of their current campaigns was that they delivered searchers to ad level landing pages, which decreased the relevancy and targeting of their ads. Finally, a third challenge that arose was in our takeover of their Yahoo! campaign. The conversion rate for the terms they were currently purchasing was too low.

### QUESTION:

How could IMPAQT help the company allocate their budget more efficiently and identify tactics to improve the performance of their campaigns?

### REVELATION:

In order to solve for the lack of targeted landing pages, IMPAQT implemented keyword-level landing pages that would deliver searchers to the specific site page matching their query. Our solution to the bidding/budgeting challenge was to implement a consistent budgeting strategy that ensured ideal placement throughout the entire duration of the campaign. Also, we executed a performance-based bidding strategy whereby higher converting keywords received higher bids. After analyzing the low conversions in our client's Yahoo! campaign, we decided to add additional branded terms to their targeted keyword list, as well as include more location specific terms that would increase the relevancy of their ads and thus increase conversions.

### The IMPAQT:

Testing and comparison between engines revealed that Google converted at a higher rate with lower CPA than Yahoo!. Due to this finding, we decreased overall budget in Yahoo! to allocate more dollars to Google. Our efforts to improve the efficiency of our client's Paid Search initiatives have yielded several successes, including:

- Increased conversions by 24% over three months; decreased CPA by 19%
  - MSN: increased conversions by 107%; decreased CPA by 60%
  - Google: conversion increase of 37%; decreased CPA by 2%
- Click-through rate has increased by over 100%.