

# Overcoming Recessionary Challenges through PPC Campaign Restructure

## CASE STUDY: FINANCIAL

### Goals

Previous to the downturn of the housing and credit markets, the Search Marketing goals for IMPAQT's client, a major lending institution, were to drive the bookings of high dollar value real-estate backed (refinancing) loans. However, given the state of the economy, historical top performing keywords were no longer converting into booked accounts. To overcome challenges associated with the housing crisis, the financial brand refocused their efforts to drive lower dollar value (i.e. personal loans) while bringing in the same end value of 'new money'.

### Execution

IMPAQT analyzed four months worth of data in the "new economy" to identify the optimal terms for generating new money bookings. After these terms were identified, IMPAQT reorganized the campaign into a tiered structure in order to fully fund top performing keywords (2-10 keywords that would be kept "live" as often as possible in the engines because of their ability to convert into booked accounts).

To aid in this process, IMPAQT employed Adaptive Bidding; their proprietary methodology for identifying the optimal bids for keywords that simultaneously maximize conversions while also maintaining budget.

### Economics

By restructuring the campaign and budget to maximize high performance terms, the financial brand immediately saw gains in their campaign including:

- 9% lift in Clicks resulting by a 78% increase in CTR
- Reduced spend by 7% and a reduction in average CPC by 11%
- A 35% increase in 'new money' or booked loans.

### Bottom Line

An early detection of shifts in top branded keywords driving conversions gave the leading lending institution the opportunity to re-evaluate campaign goals while taking into account the current state of the economy. As a result of the new campaign structure goals are now able to be met quickly while more 'new money dollars' are being booked than prior to the reorganization.