

Increased E-mail Captures & Newsletter Signups with Paid Search Management

CASE STUDY: FINANCIAL EDUCATION

One of the world's premier multimedia financial education companies came to IMPAQT with the overarching project goal to drive a high volume of email captures and newsletter signups, while maintaining their targeted cost-per-lead.

QUESTION:

How could IMPAQT decrease the company's current astronomical cost-per-lead (CPL) and simultaneously restructure the existing paid campaigns to make them more efficient?

REVELATION:

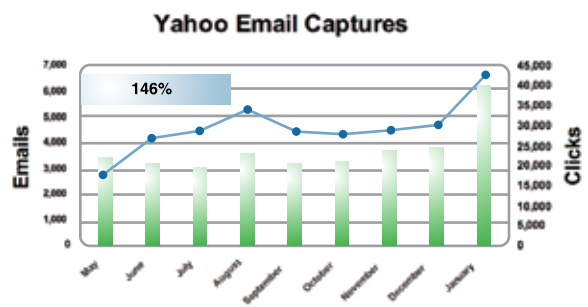
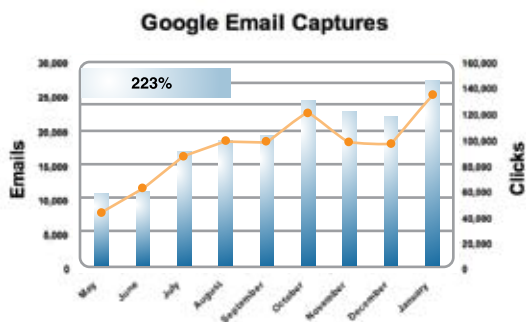
First, IMPAQT set out to reorganize our client's accounts in Google and Yahoo!, to ensure keyword synchronization and improve efficiency of budget planning and allocation. Through constant management of their paid campaigns, we maximized product-specific (CPL) and drove conversion traffic by constantly monitoring and updating keyword bids. In addition, our Client Service Team currently conducts monthly keyword research to discover new keyword expansion opportunities in support of our client's releases of new newsletters and initiatives.

IMPAQT:

Since campaign launch, our client has seen marked success. The campaign produced:

- A 191% increase in e-mail captures
- Google email captures rose from 7,709 to 24,934
- Yahoo! email captures rose from 2,682 to 6,594
- A 27% decrease in overall (CPL), and
- A 111% increase in overall budget spend

Through keyword expansion and the release of new newsletter products, email captures have dramatically increased on both engines over the course of the campaign.



IMPAQT was able to lower the client's newsletter cost-per-lead over the course of the campaign.

- Google CPL: \$11.79 to \$4.47
- Yahoo! CPL: \$10.90 to \$4.56