

Performance Based PPC Lead Generation

CASE STUDY: FINANCIAL

The online lead-generation category continues to be seen as a growth area for marketers and according to recent reports, it is expected to become more important to their own or their clients' organizations over the next 12 months. It's also been reported that Paid Search now gets a third of the online lead-gen budget. Coinciding with this trend, our client, a premier multimedia financial education company came to IMPAQT with the project goal of driving a high volume of email captures stemming from their PPC campaign for their newsletter sign-ups to feed into their lead generation initiatives.

QUESTION:

What strategies could IMPAQT devise that would provide our client the greatest ROI in terms of linking individual keywords to individual leads?

REVELATION:

Our client sought to use paid search as a lead generation vehicle. The financial space online is highly competitive, and IMPAQT identified some of this clients competitors as heavy hitters with open budgets, which our client did not possess. To combat this competitiveness, IMPAQT launched highly targeted keyword sets to support search campaigns, and backed that up with contextually targeted and demographic campaigns.

Prior to implementing an effective strategy, IMPAQT had to nail down the influencers that would affect the overall success of the individual keywords. These included the target audience, searcher behavior, and how much individual search terms would be spending relative to our client's CPA goal. Since our client's end goal was to increase their newsletter orders, IMPAQT had to determine which keywords were driving a high volume of emails captures and led to orders versus solely driving email captures. This was done through an extensive analysis of six months worth of keyword level data. Through this analysis, IMPAQT developed a list of keywords that had a high order conversion rate, rather than a high lead generated conversion rate.

When implemented, our client could increase their revenue by focusing on keywords that were driving orders, rather than focusing on keywords that drove email captures, but never fully converted.

IMPAQT:

- By expanding from expensive search based campaigns to cost effective content network campaigns, we were able to increase their leads generated by 87% and orders placed by 90% year over year.
- IMPAQT further discovered that our client was wasting nearly \$3,000 per month on keywords that were generating leads but not orders. Through adjustments made to the keywords we were able to minimize their CPA goal while driving incrementally lower leads.
- By defining keywords that led to orders, placing them in a separate campaign and managing to an alternate CPA goal, we were able to increase the number of orders from search based campaigns by 15%.