

Overcoming PPC Advertising Challenges within a Highly-Competitive Vertical

CASE STUDY: FINANCIAL

In the auction-based, keyword driven world of PPC advertising, highly competitive and well-saturated markets such as financial services, can often find themselves in the rat race, competing for choice terms with companies who seemingly have endless budgets. An open wallet was not the case for our client - a premier multimedia financial education company, who sought IMPAQT with a project goal to drive a high volume of email captures for their newsletter sign-ups as part of their lead generation initiatives. Adding to the challenge was their low cost-per-lead goals (CPL) which impeded our efforts in garnering quality leads from their PPC campaign. In combination with the rising CPC costs across all three major engines, attaining high ROI opportunities seemed unreachable.

QUESTION:

How could IMPAQT increase email captures through existing Paid campaigns across targeted engines to support the client's newsletter initiatives while facing two major obstacles: decreasing overall cost-per-lead while increasing the amount their quality?

REVELATION:

The IMPAQT team eagerly accepted the challenge and set out to make sure that the processes and services met the client's Search goals and campaign objectives.

- First, IMPAQT restructured the client's accounts in Google and Yahoo! to ensure keyword synchronization and improve budget planning and allocation.
- Through constant management of their Paid Search campaigns, IMPAQT maximized product-specific cost-per-lead and drove conversion traffic by constantly monitoring and updating keyword bids.
- Recognizing the need to increase motivated traffic, IMPAQT's Client Services Team began conducting monthly keyword research in order to discover new keyword expansion opportunities, supporting the client's release of newsletters and initiatives – meeting the client's overall Search goals!

The IMPAQT:

After implementing IMPAQT's recommendations, our client saw great success including:

- An incredible 191% increase in email captures
 - Google email captures rose from 7,709 in May to 24,934 the following January
 - Yahoo! email captures rose from 2,692 in May to 6,594 the following January
- An impressive 27% decrease in overall cost-per-lead