



**CLIENT:** Online Products Retailer

**INDUSTRY:** Consumable Products

**CAMPAIGN TYPE:** Paid Search (PPC), Remarketing, Shopping Comparison Engines, and Display

**STRATEGY:** Develop a robust online paid marketing program that will leverage all aspects of paid media to aid in driving not only increased revenue and market share, but minimizing overall cost per order as well.

### **Background & Goals**

The client in this case study came to us with three main goals:

1. Increase paid search market share
2. Increase online orders, while decreasing costs
3. Develop a remarketing program that will help capture lost sales

When this client came to Lead to Conversion (LTC), they had a PPC program that had been managed for several years by an in-house team. The team was stretched across several aspects of online marketing and didn't have the time to focus on paid media to generate a successful ROI.

LTC interviewed the client and then put together a customized strategy best suited to match their particular needs and within allocated budget. The strategy included:

- Interviews with all key business stakeholders
- Auditing the existing program to create a gap analysis
- Analyzing the business's top five competitors

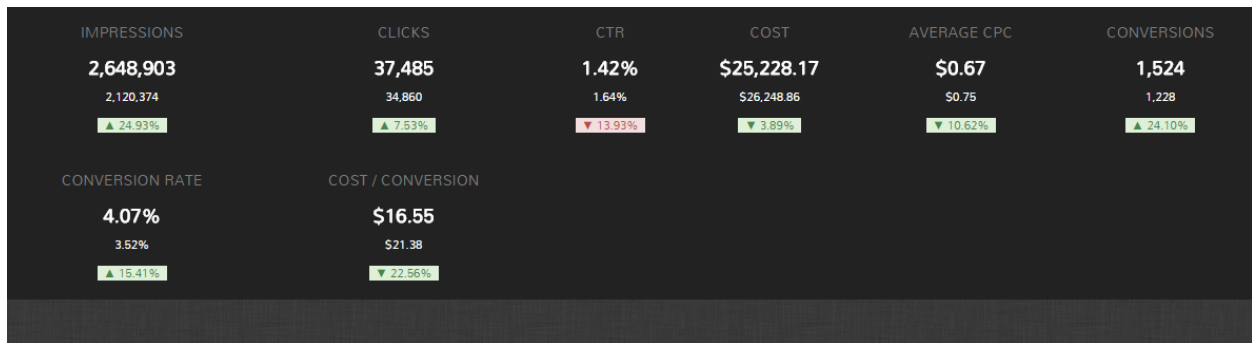
This resulted in a complete overhaul of the client's campaign structure to one that was fully optimized by product line and match type. In addition to the paid search restructure, we completed a funnel analysis to determine where conversion drop-off might be an issue and how drop-offs could be mitigated.



## Results

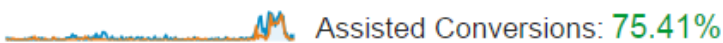
### Overall Paid Search Traffic:

- Increased Paid Traffic volume by 25%
- Decreased CPC and overall costs by 11% and 4% respectively
- Increased conversions by 24% and lowered cost per conversion by 22%

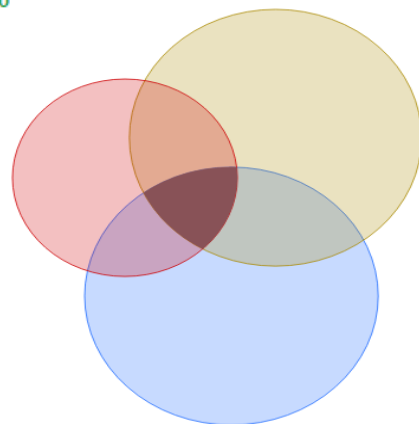


### Paid Influence Conversions:

- Paid Search-assisted conversions increased by 75%
- Paid Search-attributed conversions increased by 39%



Channel	% of total conversions
<input checked="" type="checkbox"/> Paid Search	45.48%
<input checked="" type="checkbox"/> Direct	45.10%
<input checked="" type="checkbox"/> Email	26.68%
<input type="checkbox"/> Organic Search	16.78%
<input type="checkbox"/> Referral	8.90%
<input type="checkbox"/> Display	2.68%
<input type="checkbox"/> Social Network	2.19%





Here at Lead to Conversion, we understand that PPC isn't a one-time thing. Even though these results look great, ongoing PPC tweaks and account refinement for this client will ensure that we continue to glean insights from analytics to increase conversion rates, compress cost per conversion, and improve overall return on ad spend (ROAS).

### **Don't Wait!**

You're probably spending money to drive paid traffic to your site, but is your traffic converting to its highest level of potential? Are you questioning whether or not you're maximizing your impressions while minimizing your CPCs? If you're not convinced your PPC campaigns are where they need to be, don't waste a single day! Contact Lead to Conversion to see how we can help maximize your valuable marketing dollars for months and years to come! – 855-473-6582.