

CASE STUDY

CLIENT: RISK MANAGEMENT SOFTWARE COMPANY

Landing Page Optimization And Platform Strategy Drive PPC Performance

Pay-per-click (PPC) campaigns have the potential to be highly successful for lead generation, but only if they're managed properly. Our client, a risk management software and services provider, was running a poorly performing PPC campaign for their early buyer journey offer using an outsourced PPC company.

This case study outlines the changes we made when we took over that same PPC campaign. Our team helped to dramatically increase paid search traffic to the site, resulting in an improved conversion rate and more leads overall.



Phone: 215.491.0100
www.square2marketing.com

THE CHALLENGE:

TRANSFORM AN INEFFECTIVE PPC CAMPAIGN

Our client's early buyer journey offer, a tip sheet about building an efficient risk management plan, had been underperforming since its inception. The client began a LinkedIn PPC campaign in March 2018, which saw steady but underwhelming results.

THE APPROACH:

CHANGE PLATFORMS AND OPTIMIZE AD KEYWORDS

In August 2018, Square 2's PPC team took over the early buyer journey campaign and implemented several immediate changes, including:

- Optimizing the offer's landing page for content and keyword best practices
- Reviewing keywords on a regular basis and adapting to that data by adding long-tail keywords, pausing underperforming keywords and adding in negatives to the keyword strategy
- Increasing the number of CTAs on our client's website to drive additional traffic to the offer's landing page
- Transferring the PPC budget from LinkedIn to Google AdWords to take advantage of self-qualified leads (users who were already searching for our client's keywords)

THE RESULTS:

A SIGNIFICANT INCREASE IN EARLY BUYER JOURNEY CONVERSION RATE

After Square 2 made optimizations to the landing page and PPC campaign, our client saw a dramatic boost in site traffic from PPC channels, as well as a jump in the offer's conversion rate from 9.8% to 18.2%.