



Industry
Manufacturing

Sales Channel
B2B

Business Challenge
Drive performance of paid
search campaigns

PPC Drives 1000%
Increase in Return on Ad
Spend in First 90 Days

JULY 2011 / MEDIATIVE.CA

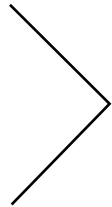


Mediative

THE RESULTS PEOPLE™

1

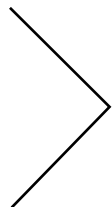
The CHALLENGE



Mediative's client, a market leader in the distribution of industrial supplies, recognized the need to develop a relationship with a partner that would be able to drive the performance of their paid advertising campaigns moving forward, and make their website a more effective tool for revenue generation.

2

The SOLUTION



As part of Mediative's Competitive Audit and Recommendations, the top competitors for organic SEO and paid search were identified. With a better understanding of the competitive landscape Mediative was able to evaluate the best approach to take with the client's paid search, such as starting out with small test campaigns, and engaging in product expansions to roll out more paid search campaigns.

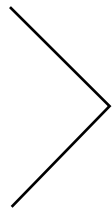
An audit of the current campaign determined that the keywords used within the existing campaign were extremely broad and therefore came at a high cost. Considerable opportunity was being missed by not defining keywords to better match the intent of the searcher. Additionally, all keywords were directed to the home page where the content did not match what they were searching for.

Campaigns were set up with more precise keyword targeting to capitalize on higher purchase intent, and unique destination URLs were identified to take the user to the most relevant page on the site, ensuring the content of the landing page matched the intent of the searcher.

The campaign structure was revised to improve the click-through rate. Multiple ad groups with specific ad copy were created, speaking specifically to the user searching for those related products/keyword phrases. Overall this increased the quality of the prospect and also the conversion potential. As a result of these efforts the AdWords Quality Score also improved.

Additionally, the purchase process was refined to less than 3 clicks to conversion, geo-targeting was set-up, tracking codes were implemented, and bidding rules were set to capitalize on the efficiency of the available budget.

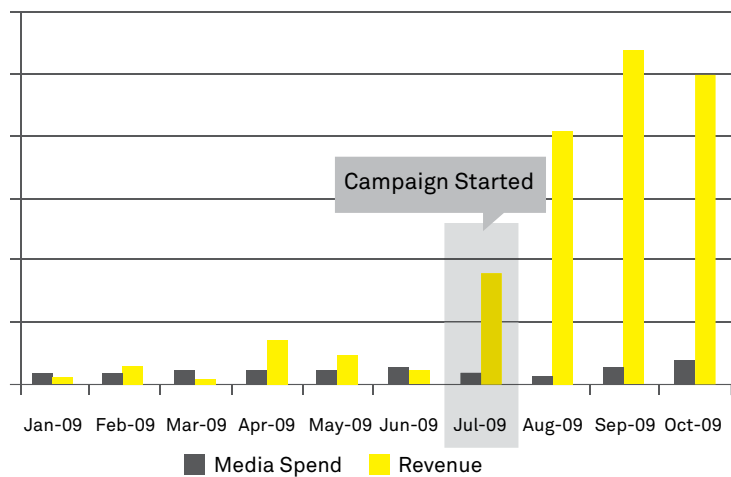
3 The RESULTS



Within **90 days** of the campaign launch:

- Conversion rates increased by more than **1000%**
- a **2500% Return on Ad Spend** was achieved (an increase of more than **1000%**) with a near direct correlation between media spend and overall web sales
- Revenue increased by more than **900%**

Revenue vs Media Spend



Working within a limited budget, Mediative not only improved the revenue month to month, but also provided critical data on the missed revenue opportunities, proving the value of paid search.

CASE STUDY HIGHLIGHTS

- Conversion rates increased by more than **1000%**
- **2500%** ROAS
- Revenue increased by more than **900%**

QUESTIONS?
**ASK ONE OF MEDIATIVE'S DIGITAL
MARKETING STRATEGISTS**
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