



VIEWPOINT

The B2B Balancing Act:
Using PPC to increase the
quantity of leads while
maintaining the quality

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About THE CLIENT

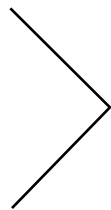
Viewpoint Construction Software is a B2B software company that provides general contractors with integrated, configurable construction management software. In the last 12 months the company has developed an online marketing strategy that is dominating search page real estate and delivering bottom line results.

BUSINESS OBJECTIVE

- Develop PPC as an online marketing channel that drives quality raw leads
- Increase Viewpoint's online visibility relative to the competition

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The CHALLENGE



- Viewpoint had no experience with PPC - ad spend was low and there were only a few landing pages. Client education was required!
- The target market was very specific focusing on large general contractors in the construction industry.
- How could Viewpoint become more visible to their target market in the highly competitive software industry, and avoid driving irrelevant traffic to the PPC campaign?

Finding what would work to increase the number of 'sales aligned' leads was going to be like finding a needle in a haystack.

The SOLUTION

Viewpoint's PPC strategy needed a complete overhaul, specifically targeting the right searchers with the right ad copy and landing page at the right time.

However, there was no instant solution. We performed in depth keyword research, but it was impossible to gauge how the target market would respond without testing. We launched the campaign, monitored the results, and refined the campaign based on the search behavior we were seeing:

1. Current Campaign Redesign:

Following in-depth keyword research, the entire PPC campaign was reworked focusing on keywords that we discovered were driving conversions — terms where the searcher clearly knew what they wanted such as "Construction Management Software".

2. Optimise, Optimise, Optimise:

As we collected data on how searchers were engaging with the campaigns, we began a process of changing keyword match types, deleting non-performers, pausing high cost, low conversion keywords to slowly chip away at our initial keyword basket and hone in on what was working for the campaign to make each dollar work harder. The outcome is in the chart: a 'textbook result' that saw our conversion rate inch up to over 5% and our cost for each conversion drop incrementally with our continued efforts.

3. Landing Page Testing:

Quality traffic was the goal - not just quantity. Highly targeted keyword-level PPC landing pages were created and tested for maximum conversion opportunities, specifically within Viewpoint's target market.

4. PPC Campaign Development:

A solid, scalable PPC campaign was developed including day-parting and geo-targeting strategies for weighted segmentation according to importance in driving revenue.

The RESULTS

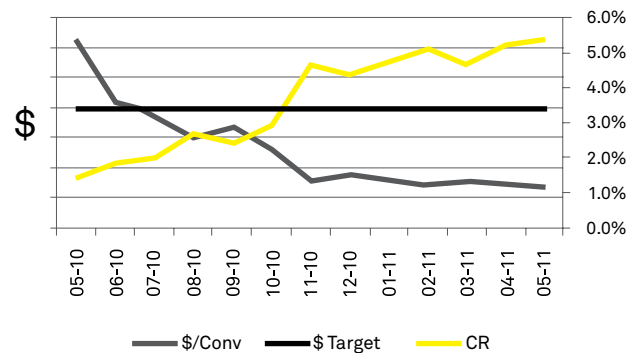
Mediative found the needle in the haystack.

Viewpoint's patience, willingness to learn, and hard work paid off. After 12 months of iterations, testing, and incremental progress the results Viewpoint was looking for materialized.

The revised PPC Campaign was launched in January 2010. Between May 2010 and May 2011:

- Cost per Conversion **dropped by 78.4%**
- Conversion Rate **increased from 1.4% to 5.4% - a 280% increase.**
- PPC became the 3rd most effective lead **driving channel for Viewpoint, driving 30% of qualified leads** in the first 5 months of 2011.

Conversion Data: CPCConv, CR



Paid Search proved to be a major channel of customer acquisition for Viewpoint. If you would like to start a no-hassle dialogue about how PPC can help your company achieve measurable results online, reach out to Tanya Harvey today.

“They [Mediative] are incredibly detail oriented. They push me to work harder and to get things done which I really appreciate along with their attention to detail. I have much confidence in them and their advice is very credible.”

Anna Yang, VP Marketing Finance — Western Dental Centers

**QUESTIONS?
ASK ONE OF MEDIATIVE’S DIGITAL
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