

Case Study: Optimizing PPC Search Based on Offline Sales Metrics

A leading healthcare services company, and Apogee client, builds and services customized non-insurance health benefit programs. This client's programs target a wide variety of customers in various health related groups, including pregnant women, diabetes patients, and people with uninsurable conditions. As part of their online marketing efforts, the client maintains a website allowing consumers to research and request information on their services.

Challenge

This client contracted with Apogee Search to take over their paid search campaigns in July of 2006. Prior to Apogee management, the company was optimizing its pay-per-click campaigns on a cost per lead basis. After an online conversion took place, the client call center still had to follow up on leads to complete a sale. Therefore, lead quality had a dramatic impact on their lead-to-sale conversion rate and thus on overall profitability. However, lead quality was not being considered in the optimization of their paid search campaigns.

The client looked to Apogee to help achieve two primary goals to improve the profitability of their paid search campaigns. The first goal was to increase lead volume while maintaining cost per lead. The second goal was to increase the quality of leads routed to their call center.

Solution

To achieve these goals, Apogee developed a campaign management strategy that considered conversion rates through all stages of the sales process. Apogee recorded campaign source variables in the call center's sales management system and pulled regular reports of lead-to-conversion rates. Apogee's pay-per-click specialists then analyzed which campaign parameters contributed to higher lead-to-sale conversion rates and optimized keyword bids to drive higher quality leads. To further improve campaign ROI, the paid search team increased keyword volume and modified/tested new ad copy.

Results

As a result of the methodology employed by Apogee, the client has seen a 41% increase in click-to-lead conversion rates, while maintaining a consistent cost per lead. In the same time period, Apogee also increased sales by 82% and decreased the cost per sale by 38%.

About Apogee Search:

Apogee Search is an online marketing agency based in Austin, Texas that develops and manages customized search marketing programs. Providing services to support both PPC and Natural Search campaigns, Apogee Search uses proven techniques, powerful analytics tools, and a deep expertise in statistical evaluation to generate measurable results at every stage of the search marketing process.

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