

Paid Search Case Study: Location and Online Service Provider

Background

The Client has four physical locations and an online platform which helps administer its services. The Client has two locations in Ohio and two locations in Mississippi.

Challenge

Upon approaching World Web Partners the client was already engaged with a paid search agency; however they were not satisfied with its \$222.20 Cost Per Acquisition (CPA). The Client felt all of its paid search traffic was coming from brand keywords and they were not getting its money worth. The challenge was for World Web Partners to reduce the CPA, as well as diversify The Clients traffic to include brand and non-brand traffic.

Solution

World Web Partners' Digital Marketing Team proposed a two phase option. **Phase 1** would be to design and implement a "mini-site" where all paid search traffic will be directed. Phase 1 was approved and the project started before WWP took over the paid search. **Phase 2** was to conduct a complete optimization of The Clients AdWords account. WWP was hired to start on January 1, 2014 and was to have Phase 1 and 2 completed by the start of the contract.

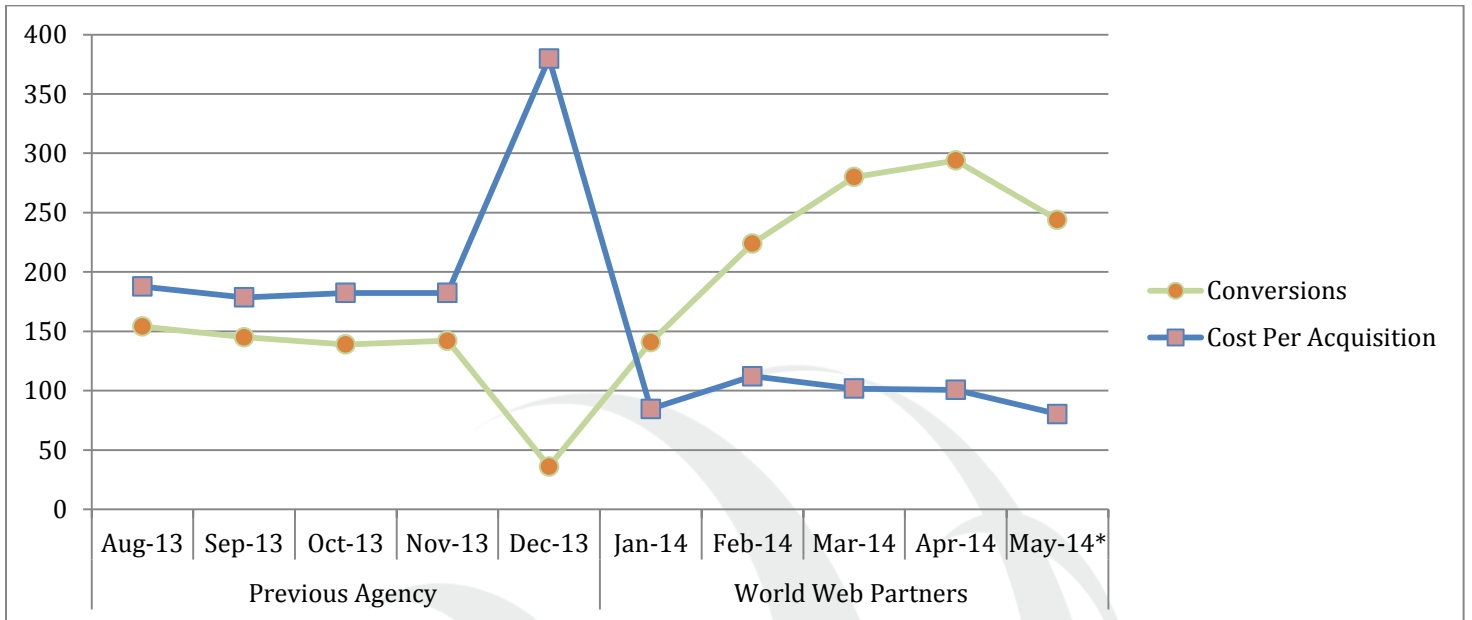
Results

With World Web Partners strategy in place, The Client increased their revenue by 252% in the first 4 months. Below you will see additional data that will show all areas that assisted in reaching this overall goal.

	Previous Agency	World Web Partners
4 Month Spend	\$ 90,816.86	\$ 95,100.86
Total Revenue	\$ 274,428.00	\$ 557,766.00
Profit	\$ 183,611.14	\$ 462,665.14

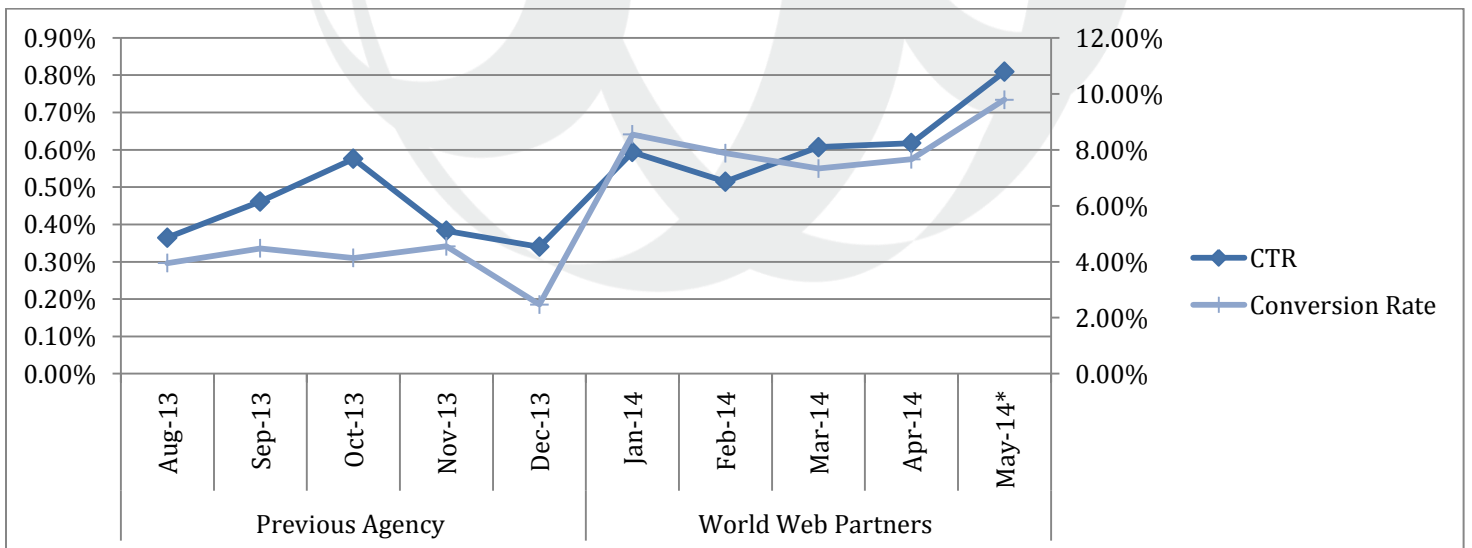
Conversions:

World Web Partners was able to increase conversions by 203% and decrease CPA by 231%.



Conversion Rate:

With the new "mini-site" World Web Partners was able to increase conversion rates and stabilize CTR.



*May-2014 data MTD data (5/1/2014 – 5/28/2014)