

CASE STUDY

PPC COST PER LEAD



SHRED

YOUR COST PER LEAD

with an Optimized PPC Campaign

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PPC COST PER LEAD



Blue Corona Cuts PPC Cost Per Lead by 50% for DC Shredding Company

THE PROBLEM

Our client—a shredding company located in the DC metropolitan area—knew that pay per click (PPC) was a good strategy for getting more leads from the Web. Unfortunately the company’s paid search campaign was attracting a lot of irrelevant clicks and only converting around 11-13%. This was greatly driving up the average cost per lead (CPL) for the company.

THE SOLUTION

Blue Corona began optimizing the company’s paid search campaign in April 2014, the goal being to eliminate irrelevant clicks, improve the campaign’s conversion rate, and drive down the average cost per lead to eliminate wasted ad spend.

In order to optimize the campaign, our PPC specialists:

- Conduct competitor and keyword research
- Examine the account structure and campaign settings
- Evaluate the Geographic and Search Term reports
- Determine the most conversion-friendly locations to target
- Add negative keyword to ensure ads do not produce erroneous clicks
- Evaluate the client’s website and create unique landing pages – if necessary – to generate an optimal visit-to-lead conversion rate

THE RESULTS

Since taking over the client’s pay per click management, Blue Corona managed to **decrease the cost per lead (CPL) of the account by an average of \$24.83**. In September 2014, the PPC Team achieved a CPL of \$23.46, which was an all-time low for the client.

Blue Corona also increased the total number of leads produced. The following is an overview of the account performance:

	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	Jul-14	Aug-14	Sep-14
Clicks									
VA Non-Branded	124	119	108	85	91	95	82	73	74
DC & MD Non-Branded	55	56	40	72	76	75	93	86	60
Branded	27	20	7	1	5	3	3	0	0
Total Clicks	206	195	155	158	172	173	178	159	134
Leads									
VA Non-Branded	18	15	12	16	15	18	16	16	14
DC & MD Non-Branded	6	6	5	13	15	15	17	17	16
Branded	3	4	1	1	1	0	1	0	0
Total Leads	27	25	18	30	31	33	34	33	30
Summary Metrics									
Visit-to-Lead Conversion Rate	13.11%	12.82%	11.61%	18.99%	18.02%	19.08%	19.10%	20.75%	22.39%
Total Cost (\$)	1340.97	1389.55	1048.57	925.86	1018.45	1008.70	1038.46	981.22	703.90
VA Non-Branded	900.32	882.09	748.52	523.33	543.64	563.27	492.90	410.87	367.09
DC & MD Non-Branded	400.55	465.77	284.06	401.81	471.53	443.62	542.91	570.35	336.81
Branded	40.10	41.69	15.99	0.72	3.28	1.81	2.65	0.00	0.00
Cost/Lead (\$)	49.67	55.58	58.25	30.86	32.85	30.57	30.54	29.73	23.46
VA Non-Branded	50.02	58.81	62.38	32.71	36.24	31.29	30.81	25.68	26.22
DC & MD Non-Branded	66.76	77.63	56.81	30.91	31.44	29.57	31.94	33.55	21.05
Branded	13.37	10.42	15.99	0.72	3.28	-	2.65	-	-

Higher Visit to Lead Conversion and Lower Total Cost

Lower Cost Per Lead

And what about the irrelevant clicks and web traffic? One indication of the traffic quality improving is the percentage of total phone calls tagged as phone leads. Prior to Blue Corona PPC management, the account generated 198 phone calls and 43 phone leads, so only 21.72 percent of the calls were actually leads. During the first six months of Blue Corona's PPC management, the account generated 195 phone calls and 110 phone leads. **The phone call conversion rate increased from 21.72 percent to 56.41 percent!**

Blue Corona has a team of dedicated PPC specialists with years of experience creating and optimizing paid search campaigns in a wide range of industries. Our PPC specialists work with an account manager to learn every aspect of a client's business model to better manage the AdWords account, including:

- **The client's sales funnel**
- **The lead-to-sale ratio**
- **The visit-to-lead ratio**
- **Profit margins for each product and service sold**

We use our understanding of the client's sales funnel to set bids appropriately and achieve the optimal cost per lead. Our desire to make the client's business our own combined with years of expert PPC management experience equals a cost-effective form of advertising with tremendous reach and potential.

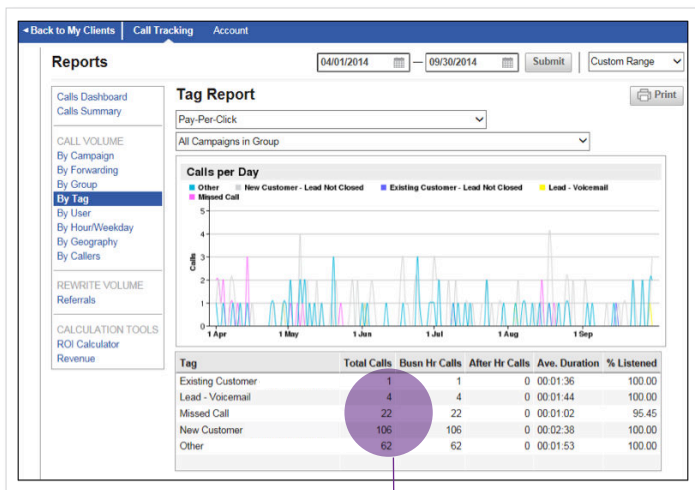
ABOUT BLUE CORONA

Learn more about how we can help you create a highly-effective online presence, accurately track your advertising results, and use content marketing, search engine optimization (SEO), pay-per-click (PPC), web design, and conversion rate optimization to get more leads and sales for your business from the web.

Founded in 2008, Blue Corona is a data-driven online marketing company that helps businesses accurately measure and track their advertising efforts to generate more leads and sales from the web. For each client, Blue Corona implements inbound internet marketing strategies such as pay per click (PPC) advertising, search engine optimization (SEO), online lead generation, ad tracking, conversion rate optimization, and website redesigns. Blue Corona was ranked on the Inc. 500 list in 2012 and again on the Inc. 5000 list for 2013 and 2014. The company has offices in both Gaithersburg, MD and Charlotte, N.C.

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195 Total Calls with 110 Phone Leads

In fact, the phone call conversion rate continued to improve as Blue Corona managed the account. From April 2014 through June 2014, the account produced 51 phone leads and a phone call conversion rate of 51.00 percent. From July 2014 through September 2014, the account produced 59 phone leads and a phone call conversion rate of 62.11 percent.

TAKEAWAYS

Paid search platforms like Google AdWords are self-service platforms, which means you don't need to hire a professional PPC company to set up and manage your campaign. However, most small business owners lack the time, expertise, and tools required to maximize ROI.