



Increased
CTR by
343%

Unique SEM Strategy Increases Clicks While Decreasing Cost

Relevant keywords, compelling ad copy and optimized landing pages increased the client's click-thru volume by 33 percent; their click-thru rate by 343 percent; and increased value by decreasing cost-per-click by 19 percent.

Background

This national tire retailer turned to us to provide immediate relief and increased performance for their search engine marketing (SEM) advertising campaigns. Their agency was not meeting their expectation in terms of results, and the strategies being used created fragmented market coverage.

Solution

We developed a comprehensive SEM strategy to test against the existing program in select markets across the west coast. We created a localized account structure by segmenting the geography into six individual markets. By examining the unique DNA of each market, we were able to create campaigns and accompanying ad groups that maximized individual attributes. For example, we created considerably more ad groups for the largest market to fully optimize the performance where potential business opportunity was the greatest.

We implemented localized optimizations to drive program performance and increase coverage. For example, we impacted performance by establishing the 'Store Locator' as the online goal metric, capturing 75,000 visits during the first year at a cost-per-acquisition (CPA) of \$1.33. To maintain a low cost-per-click (CPC) and high click-thru rate (CTR), conversion rate and strong ad copy optimizations were implemented. Through market, competitive and keyword research, we structured the campaign and creative to maximize performance and relevancy to the client's target audience as well as prevent unqualified users from clicking on the ads. We continuously monitored converting keywords, constantly optimizing to drive more leads. Localized optimizations to increase coverage included expanding the program from the initial build to cover the Sacramento and Seattle markets in *Tires* and *Brakes*. For the San Francisco market, expanded coverage was created adding services beyond these two competitive categories.

Results

At the one year anniversary of the program, the client experienced a 103 percent lift in CTR in their campaign. The highest ranked ad copy and keywords came from the "Brand & Misspellings" ad groups. Branded keywords generated the highest conversions, most notably the client's name. Top performing keywords generated a CTR greater than nine percent and a CPC less than \$1, extremely strong metrics across any industry. Evaluating creative, we found that the top performing ad reached a 21.83 percent CTR, mentioning "free" offerings and leveraging the client's name for brand recognition.

The SEM test produced increased click-thru volume by an average of 33 percent; and CTR increased 343 percent while cost-per-click decreased 19 percent. The campaign continues to provide quality leads at a low CPC of \$0.67 and has a steady, strong CTR of 2.95 percent. These test results exceeded the client's expectations, and the client subsequently awarded all markets to Marquette Group.