



▶▶▶ Expert Search Marketing Agency

PAID SEARCH CLIENT SUCCESS STORY

B2B and B2C Client, Technology Products

Apogee Search's team of experts improved visibility and increased qualified leads for a premier global technology products company.

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CLIENT SUCCESS STORY



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This is a broad overview of an actual PPC client of Apogee Search. While results for this client are typical, as with any search effort, due to the many variables involved, similar results can be expected although are not guaranteed.

THE SITUATION: A B2C and B2B technology products company engaged Apogee Search's expertise in paid search (PPC) management due to a variety of challenges they faced while managing their PPC campaigns in house. The client wanted to grow their business and acquire market share from competitors, especially within the B2B segment; they faced significant challenges in their domestic and international search visibility; and they were changing their tracking system to integrate with Salesforce. Due to Apogee's B2B client experience and successes, focus on metric-driven results, and experience with CRM integration, we were the trusted agency partner.

CAMPAIGN GOALS:

- Generate maximum lead volume within budget
- Reach full visibility potential of PPC campaigns within budget
- Maintain quality of leads within budget

PLAN OF ACTION: Due to the magnitude and urgency of the campaign re-launch, Apogee worked quickly and aggressively to restructure the client's entire PPC campaign to integrate seamlessly with the new CRM tracking system and landing pages. Additionally, Apogee completely reorganized the domestic and international campaigns (110 total campaigns) in record time. Tasks within the project included reorganizing keywords within ad groups, assigning landing pages to all ad groups, making ad copy changes, adding negative keywords to the campaigns, excluding site placements based on placement reports, changing bid amounts across all keywords in the campaigns, and provide clear visibility into the performance of geo-targeted regions, target, ad creative and strategy.

Budget constraints also existed since there were several placements that had minimum bids that were not being met, and text ads were not showing up in the search engines. To combat this obstacle, Apogee actively found alternate opportunities to efficiently utilize the budget in order to maximize visibility and maintain qualified traffic.

END RESULT: Due to Apogee's diligent campaign restructuring and paid search management efforts, the client's domestic and international PPC campaigns experienced improved visibility and a 23% increase in total qualified leads in 1 month's time, with no increase to the available budget. Their cost per lead has decreased 16%, and the quality of leads has been maintained.

SOLUTION SUMMARY

Due to Apogee Search's PPC management performance success, the client's goals of generating lead volume, maintaining quality of leads, and increasing visibility within budget were achieved in 1 month.

Industry

- ▶ Technology Products

Challenges

- ▶ Time constraints for restructuring and re-launch of campaigns
- ▶ Budget constraints
- ▶ Minimal search visibility in paid search campaigns

Solution

- ▶ Restructured PPC campaigns to integrate with CRM tracking system and landing pages
- ▶ Bid optimization based on cost per conversion
- ▶ Reorganized paid search campaign, including adding in negative keywords
- ▶ Provided visibility into the performance of geo-targeted regions, target, ad creative and strategy

Results

- ▶ Improved visibility
- ▶ Increased qualified leads 23%
- ▶ Decreased cost per lead 16%

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