

# Achieving 82% conversion rate improvement using 3 Media Web's focused PPC approach

## THE CHALLENGE

Our client had been managing their own Pay-Per-Click (PPC) campaigns, which ultimately turned out to be a year of spending in Google Ads without a narrow focus on the keywords they should be targeting.

Although their conversion rates were okay, their ad spend budget was a bit over \$15,300, which they wanted to reduce.

At the start of our work, the main goal was to hit the same conversion numbers, but at a fraction of the cost.

It's not uncommon for the lottery-like feel of running a PPC campaign to lead to bad habits. The most common offense is impatience, sending the client into a spiral of spending too much--or too little--and expecting huge, immediate returns in the form of sales.

In order to reduce the ad spend for our client, we would need to shift the focus from sales and start paying closer attention to the keywords within their account.

The challenge of hitting the same conversion rates while reducing overall ad spend, meant we would ultimately need to run the client's PPC campaign like a series of experiments, optimizing over time.

Part of that challenge was for us to learn as much as possible about our clients' audience. We needed to discover which keywords had worked for them in the past so that we could double-down on what's been proven to drive real revenue.

That meant we'd need to spend a lot of time digging through keywords and conversion rates to find the main drivers of revenue for our clients business.

**If you're burning half of your available cash on inefficient ads that don't engage your customers, you're wasting more than just money--you're wasting your time.**



Many digital marketing companies want a client business to crank up their ad budgets. The smart choice is to learn which keywords already work for them and double-down on those that convert. If you're targeting a lot of keywords, you may be competing against your own ads.

BEN DUCHESNEY  
Digital Strategist | 3 Media Web



## THE SOLUTION

### Reviewing Our Clients' Current Keywords & Conversions

For the first three months of the project, 3 Media Web explored the client's PPC campaign data from before they partnered with us. During this time, our focus was tightly fixed on conversions. We sought to answer the following questions:

- Which keywords had converted in the past?
- Which keywords outperformed all of the rest?
- Which keywords had the best cost-per-click (CPC)?
- And, lastly, which keywords had the best click-through-rate (CTR)?

We also looked at the actual search queries connected to the keywords that drove conversions. Our experience told us that using this method would allow us to find results that would drive growth for our client more consistently over time.

### Identifying The Main Drivers For Of Our Clients' Audience

After three months of analyzing our clients' past year of PPC campaign performance, 3 Media Web then worked to continually optimize the PPC process for an additional six months. We know that keywords are sometimes seasonal---rising up and down in impressions. With that in mind, we continued to look for keywords that converted visitors in both the last three months and throughout the past year.

Because our client had spent the previous running PPC campaigns, they had amassed a lot of keyword and conversion data to help the 3 Media Web team select the right keywords. **We found that up to 60-70% of their spend was being burned up competing against other keywords within the same ad groups.** Our fix to that issue was to filter down their keyword targets. Then, after one year, we hit our best month. Our client increased their conversion rate by 82% year over year while decreasing their ad spend by 56.27%.

After a year of spending in Google Ads without a narrow focus, the client had a lot of conversion data to help us select the right keywords. We found that up to 60-70% of their spend was being burned up competing against other keywords within the same ad groups.

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Digital Strategist | 3 Media Web

## THE RESULTS

**Conversions increased.** From the span of March 2019 to March 2020, the clients' total number of conversions increased from 71.20 all the way up to 105.57--an increase of 48.27%.

**Decrease in cost per conversion.** From \$7.99 in March 2019, down to \$4.42 by March 2020, the cost per click (CPC) dropped 44.68%.

**Conversion rate nearly doubled.** The cost per conversion dropped dramatically as a result of our PPC work. Starting at \$210.60 in March 2019 the cost per conversion shrunk to \$63.47 by March 2020. That equals a 69.86% total decrease in cost per conversion for the client after one year of using our focused PPC approach.

**Reduced total ad spend.** Starting with an ad spend of \$15,325.21, we were able to reduce that number 56.27% and get it down to \$6,700 within a year of starting our work on the project.

