

# THE SWEET SPOT: CRO FOR PPC

How we used conversion rate optimization (CRO) to turn a B2B SaaS company's PPC gains into even more revenue

## CLIENT

- ◇ SaaS firm for HR and learning management systems
- ◇ Complex sales process

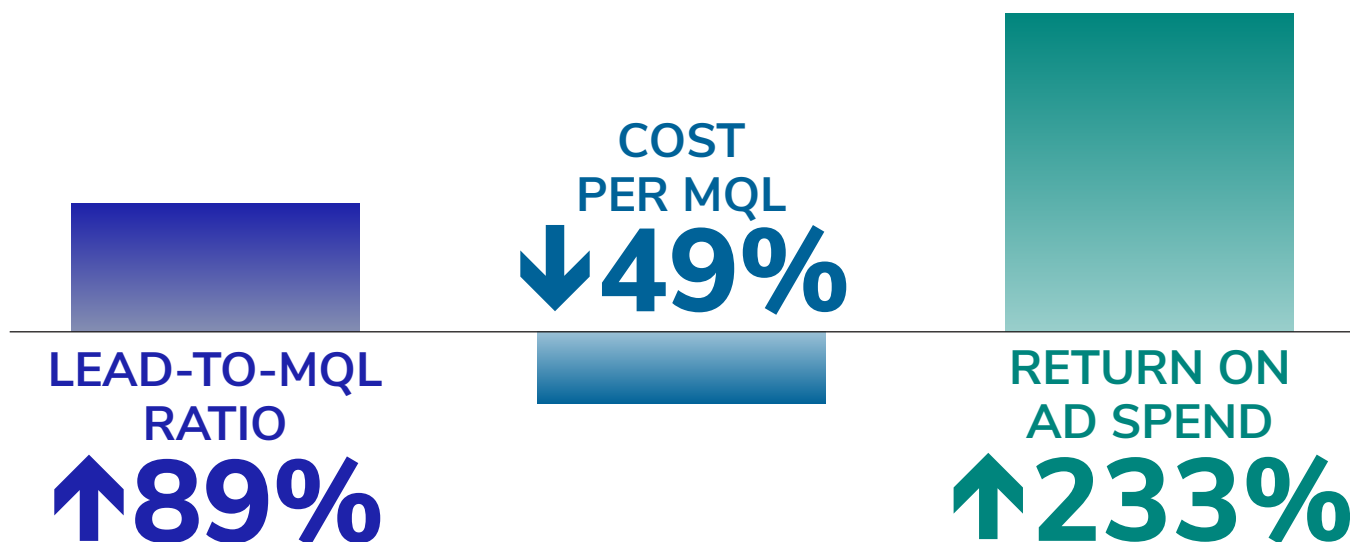
## CHALLENGE

- ◇ Competitors were attracting more, better-qualified leads, who converted more often

## SOLUTION

- ◇ After increasing traffic from paid search, use CRO to improve conversion rate

## EIGHT-MONTH OUTCOMES



In addition to paid search services, we offer conversion rate optimization (CRO), a data-driven practice that continuously improves a client's website to increase on-site conversions and, most importantly, revenue. CRO can amplify the value of paid search leads and multiply the value of paid search improvements. We applied these CRO practices to achieve the results shown above:

- ◇ Directing users to pages that closely matched the text or image of the ad they clicked on and the searcher intent behind it, not to generic pages that frustrated visitors
- ◇ Redesigning existing landing pages to present benefits clearly, request only the minimum needed information, and visually guide the user to respond to a compelling call to action
- ◇ Providing ongoing A/B testing and optimizing for the landing pages to keep improving the quality and return for paid search leads and marketing-qualified leads (MQLs)



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