

FAST FIXER-UPPERS

The immediate fixes we made to reduce waste and increase return in a new client's paid search account

CLIENT

◇ Texas developer specializing in land for custom home building, plus a development of pre-built homes

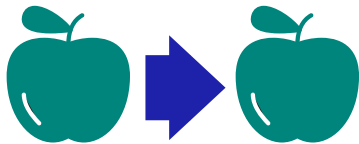
CHALLENGE

◇ Had managed their own paid search accounts, but found the results weren't worth the time, money, or effort

SOLUTION

◇ Immediately stabilized the account and made simple improvements that yielded significant returns

90-DAY OUTCOMES



CONVERSION
RATE

↑84%

COST PER CLICK

↓36%

\$148K
SAVINGS ON
WASTED SPEND

TIE ACTIVITY TO REVENUE

First, we ensured that all data was correctly tracked and attributed across all advertising, analytics, and revenue platforms, so future actions could be evaluated on an "apples to apples" basis, focusing on their impact to the bottom line.

ADJUST BIDS MANUALLY

Many agencies use automatic bid adjustment tools to manage paid search spending, to maximize client volume but not necessarily achieve the best possible results. We use our human intelligence, years of expertise, and attention to detail to manage paid search spend on a granular level. Applying this level of care to the client's account allowed us to achieve a 36% reduction in costs per click and an 84% increase in the conversion rate, all in the first 90 days.

REDUCE KEYWORD WASTE

We blocked 400 keywords that didn't apply to the client's offerings. These negative keywords were responsible for \$147,746 in advertising spend in the previous year, producing low-quality leads with a cost per lead that was nearly double the client's goal.