

CASE STUDY: LOWER LEAD COSTS WITH PAID SEARCH PPC

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CHALLENGE

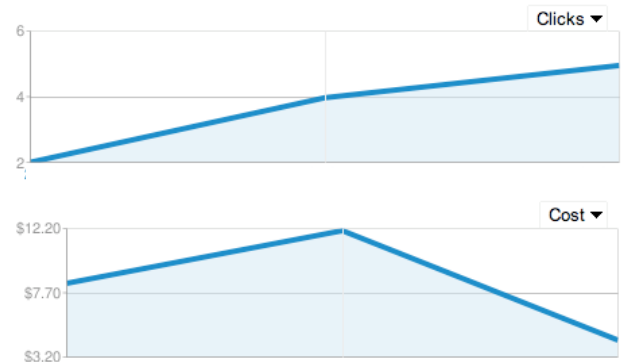
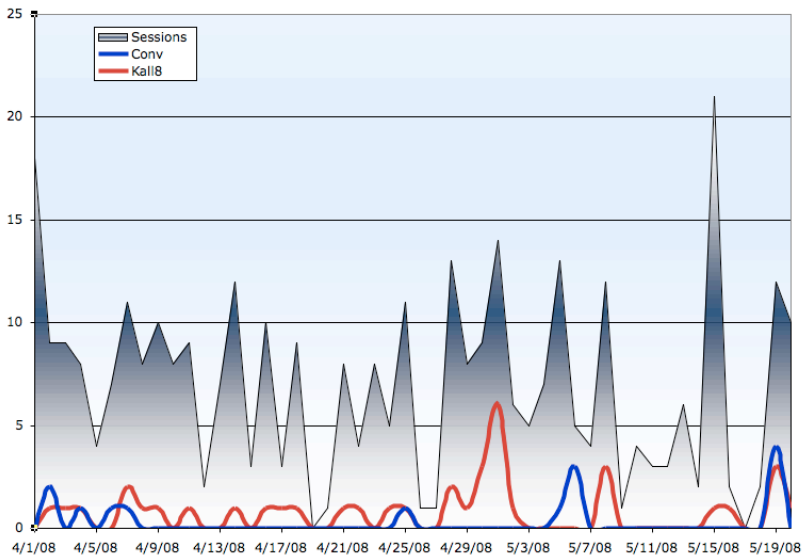
The client needed to expand reach and account for all ad dollars in the highly competitive mortgage market in California. Requiring immediate assistance in PPC management the client did not have a component for capturing their own online leads. Client was paying \$150 per lead for online lead gen. service. The firm also had a direct mail program that costing up to (\$500) per conversion.

RESOLUTION

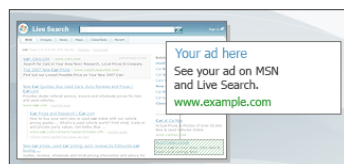
Geo-targeted landing pages were created to maximize ad relevance and capitalize on reduced competition and less expensive qualified traffic.

Targeting thousands of keywords in Google, Yahoo & MSN with formatted text ads immediately showed the client quantifiable results. Annual Google conversion tracking data showed the the need for a/b testing optimization using Taguchi method, landing page funnel refinement and deep industry analysis. Paying as low as .00029\$ per 1000 impressions in Yahoo! and .001\$ in Google -

Final cost per conversion was optimized to \$45.23 per conversion running targeted text ads in the 3 major search engines. The number of qualified leads that lead to conversion was effectively doubled using just 85% of client's original ad spend.



SITEMAGNIFY: YOUR INTERNET ADVERTISING SOLUTION



- ◆ The client now contracts with us to set up new markets in which they do business.
- ◆ The owner of the website now gets free organic traffic from over 70 terms driving down PPC costs.
- ◆ Extensive reach and quick professional setup allows for quick turnaround or seasonal campaigns.