

Google Adwords

Case Study

1

CREATE QUALITY DESIGN CREATIVES

Our Expert Designers will take care of all Quality Design Creatives.



2

TARGET THE RIGHT MARKET

Our Adwords Experts are very skillful to target the narrow down right market



3

OPTIMISE CAMPAIGN SETTING

Our Adwords Experts are very skillful to target the narrow down right market



THE CHALLENGE

- Higher than average cost per lead vs. competitors
- Lead volumes that did not support existing sales resources
- Low Converting landing pages

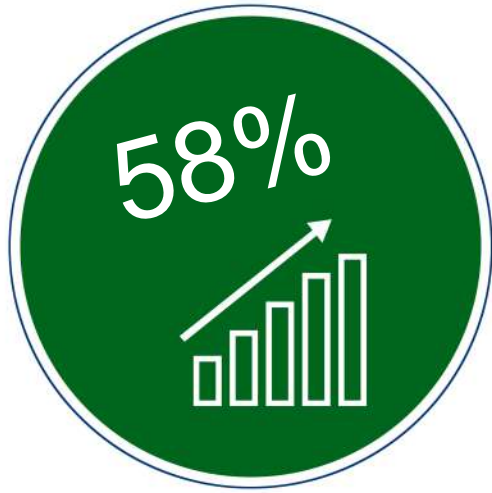
THE SOLUTION

- We built focused and optimized landing pages segmented by service offerings
- Expanded optimized ads into international markets
- A/B tested multiple CTA's and expanded retargeting and interest-based

ADWORD BENEFITS

- Target your ads
- Control your costs
- Measure your success
- Manage your campaigns

CONVERSION GROWTH



ONGOING ANALYSIS



ADWORDS
QUALIFIED
COMPANY
Google

CAMPAIGN LAUNCH



MEASURING SUCCESS



LANDING PAGES



CAMPAIGN CREATION



KEYWORD RESEARCH



THE RESULT



CLICK
GROWTH

+



AVERAGE
POSITION
GROWTH

+



CLICK
THROUGH
RATE
GROWTH

+



IMPRESSION
GROWTH