



Optimize Online Traffic To Generate Qualified Leads

One of our long-term clients faced three major strategic challenges in Q1 of 2022:

1. Lack of leads
2. Unqualified traffic and spam leads
3. Low website engagement

The client's goal was to generate leads, but this couldn't be achieved if we weren't driving qualified traffic to their website in the first place.

To generate qualified leads and reduce spam traffic, we first needed to reach users that were actively searching for the type of services our client offers while remaining in control of the keywords that were triggering ad views.

We decided to implement 3 key steps to fast-track campaign performance:

Step One: Try a new approach and hit pause on any tactics that were not delivering quantifiable results. We revamped the search campaign and only created and ran Dynamic Ads to determine which search terms were triggering ad delivery. This data would give us a clear view on what people were searching for and the search terms that matched our ad copy.

Step Two: Use Dynamic Ads' search terms as a starting point to create a new keyword list.

Step Three: Run a comprehensive competitor analysis for keywords and search terms related to our client's particular goods and services. If our

partner couldn't outspend bigger competitors with larger budgets, how can we help them gain market share?

Optimizations are the Key to Success:

- Forecast and research new keywords and create a new keyword list using phrase match and exact match types
- Stop running Dynamic Ads that underperform
- Ensure your campaign is sending qualified traffic to a featured landing page (measure and then measure again)
- Create a negative keyword list so your ads are not being triggered by users looking for similar options (refine your copy)
- Launch a Google Ads display campaign to boost traffic and awareness

| Month | Actions Taken |
|-------|--|
| April | Stop what's not working, create Dynamic Ads and initiate extensive competitor research |
| | Measure display campaign performance rigorously |
| | Launch a new PPC keyword campaign and research |
| May | Launch a Senior Living Marketing campaign with a tight budget and keyword list |
| | Experiment with a new Google Ads Display campaign to boost traffic and maintain awareness |
| | |
| June | Pause Google Ads Display campaign and continue with Geofencing. Monitor tactics, update creative |

Results:

May vs. April

- **83.38%** increase in page views
- Average time on page increased **30.27%**
- **115.70%** increase in new users
- **96.44%** increase in unique pageviews

In May, 29.84% of the traffic to the campaign landing page came from PPC.

No major changes in traffic were detected in May from the Display campaign. Bounce rates remained high, and we were able to retain just 3% of the traffic coming from the display campaign. However, we observed there was significant engagement from the same 3% of our traffic. We subsequently noticed that users coming from the display campaign would visit the partner’s sub-pages, which indicates interest and engagement.

Change in Qualified Leads

June 1 - 21

- 1 qualified form fill
- 1 qualified phone call

May

- 1 qualified phone call

April

- 1 qualified phone call

Following are the most popular pages resulting from PPC campaign:

| Google/CPC | | | |
|--------------|------------|-----------|-------------------|
| Month | Page | Pageviews | Avg. Time on Page |
| April | Home | 102 | 0:01:24 |
| | Geofencing | 54 | 0:02:49 |
| | Strategy | 41 | 0:02:32 |
| Google / CPC | | | |
| Month | Page | Pageviews | Avg. Time on Page |
| May | Home | 473 | 0:02:58 |

| | | |
|----------|-----|---------|
| Sub-page | 151 | 0:01:28 |
| Sub-page | 103 | 0:01:12 |

| Google / CPC | | | |
|--------------|--------------|-----------|-------------------|
| Month | Page | Pageviews | Avg. Time on Page |
| June 1 – 21 | Sub-page | 52 | 0:03:48 |
| | Landing page | 36 | 0:00:57 |
| | Landing page | 12 | 0:02:10 |

Conclusion:

There was a noticeable improvement in the quality of traffic which resulted from our PPC campaign. The Google Display campaign achieved measurable traffic and engagement on the partner’s website, and they are generating an increase in qualified leads when compared to Q1.

June’s average time spent on a product and services web page increased 34% since April. Impression share remains under 10% for a promoted tactic and our impression share for an additional services web page increased 4.74%.

In summary, the campaign demonstrated that a set of specific tactics applied in a creative manner which emphasized real-time optimizations, achieved measurable growth without having to outspend the competition.