

Pay-Per-Click Case Study

The Challenge:

Increase volume and create ROI

An niche advertiser in the online education vertical, our client was just making things work enough to break even.

“We currently use AdWords to supplement our overall lead volume. There is no ROI for us at the moment with PPC advertising (Google AdWords)...We are hoping you can help change that ” - President of Your College Degree Online

The Strategy:

Optimize and expand!

After our initial audit, it was clear the client was in need of some good old fashion house cleaning.

- Keyword, Ad Copy, and Bid Management
- Campaign Structure & Settings

Once we addressed the bleeding, we worked on the growth.

The Results!

Cost/Lead (↓41%) & Growth (↑590%)

Cost / Lead decreased 25% in 1st month of management

Ad spend doubled in first month of management

Within 3 months:

- 188 leads / month to **1110 leads / month**
- Cost per lead **decreased 41%**