

Ocean Hills

Case Study

June 2009

### Situation Summary

The client was facing a heavily saturated and competitive market in drug and alcohol rehabilitation services. They had a limited budget, dwindling resources and desperate need for business. They needed to see a significant increase in return on investment to turn their business around.

### Client Challenges: Tracking PPC Results

Due to the nature of the client's business, valuable conversions required phone calls. They could not use regular conversion tracking software to determine the origin of leads. Even though the callers were asked where they obtained the phone number, the information was typically inaccurate or useless.

The client's PPC campaign was poorly organized with a large quantity of ad groups with costly and irrelevant keywords that accounted for 63% of their PPC costs. This posed as a problem for tracking with no way to determine constructive spending on the campaigns.

### Solutions:

The tracking and costs challenges were resolved with our unique ability to track at a granular level.

- A call tracking utility was used to provision multiple phone numbers assigned to unique ad groups and keywords.
- Closely related keywords were placed together in ad groups for relevancy
- A pertinent user flow was established by using multiple landing pages with tailored content to the ad group and keywords. Each landing page depicted the phone number assigned to the ad group or keyword.
- Geo-targeting on two levels- general keywords in targeted locations and specific location keywords used across the U.S.

The client was able to track their phone calls and determine their origin down to keyword level.

### Results:

Determination of the calls' origins led to elimination of non-converting ad groups and keywords. Unnecessary costs were reduced by 99% and Cost per Conversion was reduced by 54%. Their limited budget was then being used by ad groups that offered a positive ROI. Their tailored content and geo targeting lead to a higher CTR and accounted for 18% of total calls. Overall the client was able to effectively allocate their limited budget to high performing ad groups resulting in a 354% increase in monthly conversions and calls.