

## Travel Nurse Across America

### Case Study

June 2009

#### Situation Summary

The client was a web based travel nursing agency operating across the United States. The current job market was focused on internet search; thus along with their competitors, their business was largely driven by their online presence. They needed to reduce their conversion costs and maintain their limited budget.

#### Client Challenges: PPC Management

The client's search engine campaigns were loosely structured and their ad copy was unfocused. For these reasons they had high conversion costs, low conversion rate, low click through rate and 48% of their total costs were unproductive. The low rates of the campaign also influenced their high costs.

#### Solutions

Due to the client's budget constraints our strategy was to restructure their campaign to reduce costs and increase relevancy.

- In depth keyword research led to creation of highly consolidated and targeted ad groups
- Ad copy was tested to reflect the new targeted ad groups, keywords and users
- Landing page analysis was performed to determine the use for new targeted pages
- Geo targeted keywords and ad groups to reflect the general high converting keywords

#### Results

In 3 months the client's campaigns gradually lowered their CPCs by 4% due to the restructuring towards relevancy. The highly focused ad groups and associated text ads increased conversion rate by .50% and click through rate by .20% consequently reducing the previously wasted costs. Ultimately the client's budget was spent effectively to reduce cost per acquisition by 41% with out suffering any loss of traffic or conversions.