

## CASE STUDY:

# A POPULAR INTERNET RADIO SERVICE

This internet radio service streamed over 1 billion hours of music in July 2013. Their +70 million active users range from under 18 to over 65 years of age, span the entire spectrum of ethnicity, and are located all around the world. This case study discusses the improvement our company generated for their B2B internet radio service.

## THE CHALLENGE

Strongpages identified a key opportunity for growth when we began working on a popular internet radio service's paid search account. During our gap analysis, we uncovered an opportunity to increase the number of leads generated while maintaining a steady ad spend.

Here is what the paid search account looked like when we began managing it in January 2012:

Average Cost / Lead	Number of Leads Generated	Total Advertising Expenditure
<b>\$200.05</b>	<b>54</b>	<b>\$10,802.70</b>

The business's spend target was \$9,500 a month. Their actual spend was \$10,802.70 and the client received 54 leads (conversions), resulting in an average Cost per Lead/Acquisition (CPA) of \$200.05.

## OUR WORK

We identified three points within the account where we knew could improve performance:

### 1. CAMPAIGN/AD GROUP SEGMENTATION

Our first step with this client was to evaluate and reorganize their campaign structure. We based our evaluation on categories (keyword and ad themes), target groups, and performance groups. Large campaigns and ad groups needed to be broken up by improved category and target segments. Poorly performing ad groups were split into new campaigns with reduced bids and budgets. Ongoing improvement of the account structure ensured that keywords within each ad group matched the ad copy within each ad and that the best performing terms run unrestricted without overlap from other areas in the account. Segmentation based on targeting means optimizing for network (display versus search), device (mobile vs. non-mobile), and geographical targeting.

### 2. KEYWORD/SITE PLACEMENT OPTIMIZATION

Even as we worked on the high-level structural changes described above, we also maintained a relentless cycle of detail-level work. At the keyword level, this means ongoing reviews of our performance metrics and Search Query Reports to better understand our searchers and site traffic. Based on these reviews, we constantly add new negative keywords (i.e., specifying which keywords we do NOT want to bid on), assess/adjust match types (i.e., exact, broad, broad modifier, and/or phrase matches), and adjust keyword bids based on recent and historical performance. With site placements, the work is analogous to keyword level work, and includes Placement Report reviews, the addition of new managed and excluded placements, and placement bid adjustments.

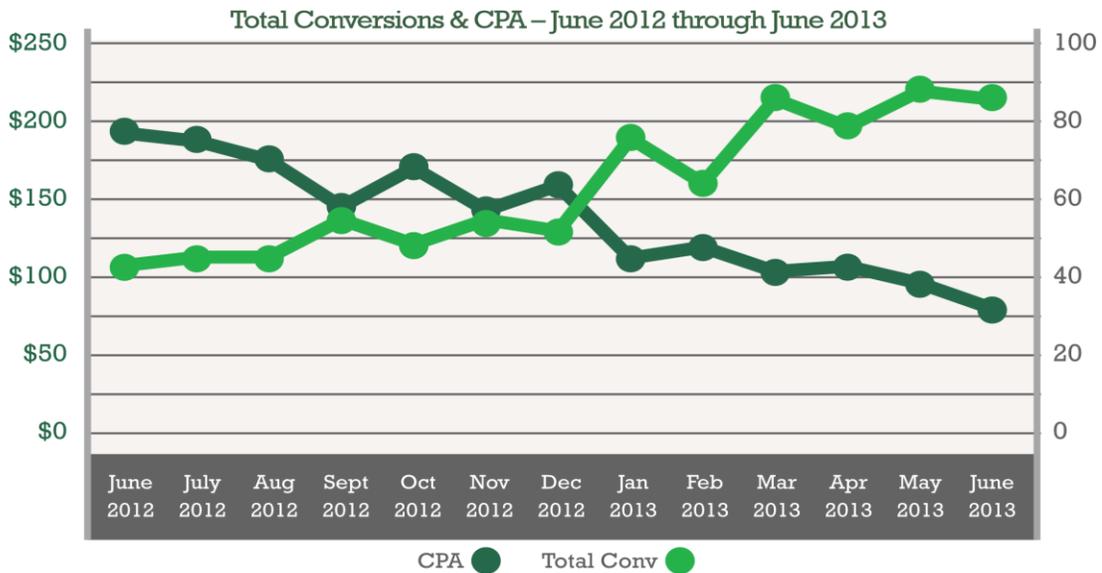
### 3. AD COPY IMPROVEMENT

We worked with the business to expand their limited ad set into a more comprehensive set that covered a larger number of keyword topics. We then improved results further by constantly running new ad copy vs. old ad copy in A/B split tests to see if we could generate better results. For this business, we ran several waves of split tests throughout the first year of engagement, and this played a significant role in the success of their account.

## THE RESULTS

Here is what the most recent months of this campaign have looked like as this case study is being conducted.

Average Cost / Lead	Number of Leads Generated	Total Advertising Expenditure
<b>\$107.79</b>	<b>88</b>	<b>\$9,485.52</b>
<b>\$111.32</b>	<b>75</b>	<b>\$8,344.00</b>
<b>\$99.44</b>	<b>91</b>	<b>\$9,049.04</b>
<b>\$82.10</b>	<b>84</b>	<b>\$6,896.40</b>



As you can see, while the monthly ad spend remained at their target, conversions increased substantially and the Cost per Lead/Acquisition (CPA) fell from over \$200 down to just over \$80. Considering the recurring income generated from a monthly customer of a B2B internet radio service, it is clear that they were able to quickly recoup their costs on this less expensive conversion, whereas a \$200 conversion is hard to justify. After 13 months of testing and optimization, Strongpages dramatically lowered this account’s CPA while almost doubling the amount of leads the internet radio service is receiving. We continue to test new strategies and improve the campaign as much as possible, ensuring that the cost per lead will continue to drop while the number of leads generated continues to rise.