

**RESULT ACHIEVED:**
**PPC: Increase Goals 49%. Lower cost 28%**
**CLIENT:**


## SITUATION

The client's AdWords program was failing to produce the anticipated level of engagement, even as the cost per click (CPC) was increasing.

## GOAL

**Sub \$5.00 cost per Goal Click**

**Month 1:** We first concentrated on a preliminary review, and 'low hanging fruit' PPC strategies.

**Impact in Month 2:** We were able to lower the spend, and reduce the cost per Goal Click by 25%.

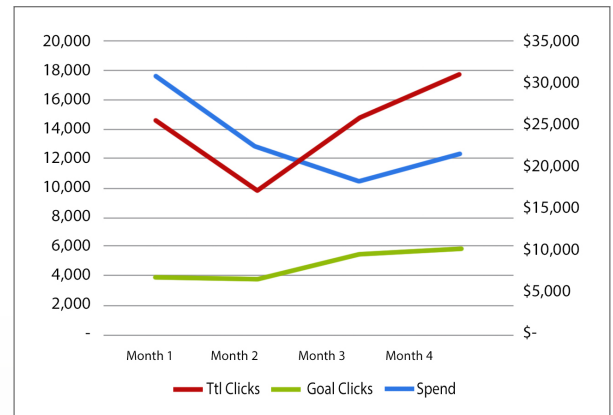
**Month 2:** We began primary account restructuring and a complete overhaul, implementing a unique cascading negative match type structure, including:

- isolating keywords to the most appropriate user query
- eliminating intra-account bid
- allowing identification of the most valuable keywords to content & optimization

**Impact in Month 3:** We lowered the spend further, increased the number of Goal Clicks, and reduced the cost per Goal Click by 43% vs month 2.

**Month 3:** We began working to optimize site activity, ads, landing pages and keywords.

**Impact in Month 4:** We again increased the total Goal Clicks while maintaining sub \$5 cost per goal click.


**Graph-1: PPC Performance**
**OVER A PERIOD OF FOUR MONTHS:**

**49%** Increase in goal click

**53%** Decrease in cost per Goal click

**28%** Decrease in program cost

*"The Fanatically Digital Team provided an immediate positive impact on our PPC campaign... In addition, they developed a landing page strategy that reduced bounce rates and increased goal completions."*

**- Russell Komarnicki**  
 Digital Marketing Manager