

Case Study | Display Media & PPC Search

Objective | Media Two Interactive was challenged by a client of ours to increase the amount of money we were spending on Search Engine Marketing (SEM). After a successful transition of their Search account to our team, the client wanted more, more, more search.

The Challenge | As you can't magically force the universe to start searching on your industry (unless you're selling air, the entire world probably doesn't need your product/service), we needed a strategy to grow search. Growth had to come with tight ROI goals in mind, and all account restructuring, day-parting, positioning, copy testing etc. had been maximized. There appeared as if there only two ways for the client to increase spend on their current campaign:

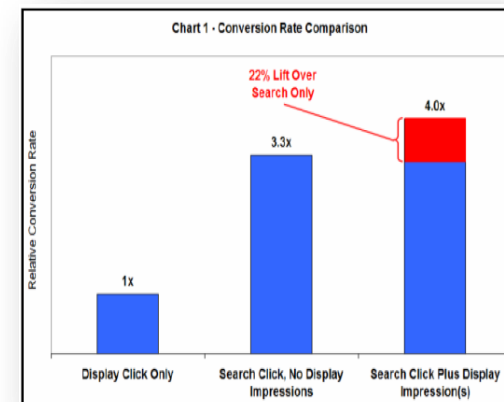
1. Broaden the keywords, which in turn would reduce the relevance, therefore lengthening the time to conversion.
2. Increase the CPC bid which increases your ROI as well.

Solution | We opted for a third solution, and that was supporting the search engine marketing campaign with an online display media buy.

Outcome | By increasing our targeted online media exposure from 300 million impressions to 770 million, we were able to increase our search engine marketing exposure 272% over that same 4-month period of time. This increased exposure with the search engines in addition to the increased display exposure created a 9.8% increase in the clients overall ROI during that same time period, and on average, presented a 22% lift over running just search ads alone. The client's overall goal of increasing spend on search engines was successfully met, and some deductions were made from the study that include:

- Search Engine marketing typically converts at a lower cost per action than traditional display; therefore the increased spend on Search naturally led to an improved ROI.
- The increase in targeted display ads and their brand awareness led to higher searches on the brand name as well as higher conversion rates due to better client recognition.

Our online display buys were able to achieve the online ROI we had set while additionally supporting our SEM initiative. Increasing SEM spend was able to be achieved by increasing our display media.



The importance of understanding your marketing mix in the healthcare industry will improve your ROI without excess media spend.