

# Case Study | PPC Search & Campaign Structure

If it's so easy, then why isn't everyone doing it correctly? What may seem as simple as clicking a few buttons, is often one of the most overlooked components of a successful campaign. You do not get praise for doing it correctly (after all – that's your job!), but you surely will hear about it if you don't get it done correctly. Below is a VERY TYPICAL look at a campaign transformation that took place simply by putting marketing principles and proper structure in place.

**The Approach** | A comprehensive and integrated tactical program was developed from the ground up. By examining the client's site analytics, our team identified how the end user was searching for the client's services and what messaging resonated best with both target audiences. From there, Media Two redesigned landing pages and ad copy to capitalize on these learning's and to test messaging with imagery.

**The Results** | The diagram below, a Google Analytics conversion graph, shows the campaign's leads generated results. The previous agency was running the search campaign from point A to point B. Clearly there was some success in September when that agency increased spend dramatically to spark lead volumes, but without spending at that level, they could not duplicate those returns. By reconstructing the campaign using our best practices, we were able to correct the problem, increase conversions (as displayed from point B on) and decrease their overall cost per conversion. Notably, we did so at one-eighth of the other agency's temporary spend level!

