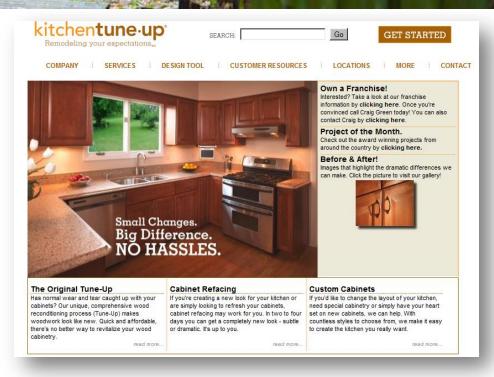
Case Study | Search & Landing Pages

"In the last 4 years we have used 2 other "Search Marketing" companies. The results were disappointing to dismal. Since working with Media Two, we have seen **growth and revenue** directly related to their efforts. (Consequently) Our franchise owners actually decided to increase their budget this year and direct all funds to Search Marketing efforts. We are thrilled to have Media Two helping us advance..."

CFE/VP Marketing & Sales, Kitchen Tune Up

Background | The client is a national franchise with 193 locations throughout the United States. Their primary focus for converting web traffic to sales was through a search engine and display banner media campaign geared towards driving leads to franchise owners for in-home consultations. After their landing page had been live for over 3 years, conversion percentages had sunk from 1.5% to less than .85% and their cost per lead had risen from roughly \$80 to over \$180.



Strategy | While full optimizations had been executed for the media buy on the front end of the campaign, we presented a strategy to redevelop and improve campaign performance through creation and implementation of a dedicated landing page. The page would be designed so that audiences were driven through a short sign-up process with very clear and concise calls to action. Imagery was simplified to a bare minimum, required personal information was cut to a minimum, and copy cut so that all content fell above the page fold.

Outcome | On launch of the new landing page and through the first six months after deployment (to date), conversion percentages are holding at roughly 2.4% and the overall cost per lead has dropped to less than \$70. Note: no major updates were made to campaign structure or budgets during this time. So performance is strictly a result of landing page build-out and optimization coupled with exact execution of PPC campaigns.