

# Mixed Digital Increased Conversion Rate for Successful B2B, Over 1,500% in Just 3 Months



## Background

Hurley Write, Inc. is a successful provider of business, scientific and technical writing workshops and webinars. The company has been leveraging paid search for some time, but the lead volume and costs were simply not sustainable. In April 2015, Hurley Write tapped Mixed Digital to reign in cost per lead and strategically improve its lead generation strategy.

## Solution

After fully analyzing account setup, historical performance, reviewing competitive influences and making improvements to their web analytics implementation, a new plan was developed. This revised strategy placed the client at the center. The aim was to better understand the “why” behind a client hiring Hurley Write as well as “how” they search for these particular services. Close attention was paid to developing a cohesive “conversation” that begins with the keyword, extends to the ad and culminates with the landing page. The overhaul consisted of keyword optimization, new ad copy, changes to account/campaign settings and most importantly, updating the site copy to “tell a better story” of what’s in it for the prospective customer. Additionally, we tested new search engines to broaden the reach and offer incremental lead sources.



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## Results

Upon executing the new strategy, results were immediate. Our analysis found several opportunities to better utilize raw keyword queries, fine-tune ad copy, enable supporting AdWords features and more. Over the course of three months, we observed key metrics such as click through rate (+359%) and cost per lead (-69%) improve, all on a decrease in spend (-22%). Most notably, the conversion rate increased 1,578% over the same timeframe, to reach a level 67% higher than its previous high with the former agency. Google Analytics engagement data supported our hypothesis that updating the site company would lead to a more positive user experience, and thus greater conversion. Overall, the campaign is more efficient and sustainable from a return on investment perspective.

Key Performance Indicators:

- **Conversion rate** ↑ 1,578%
- **Cost Per Lead** ↓ 69%
- **Click Through Rate** ↑ 359%
- **Bounce Rate** ↓ 7.78%

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