

Paid advertising (PPC) Case study

Client: Exponent Education (www.ExponentEducation.com)

Business: Competitive engineering study solutions

Targeted search engine: Google, India

Challenge: Client was targeting very competitive keywords with quite higher bid rate. Client was targeting maximum number of leads with high conversion rate.

Goals: To provide 200 + conversions per month at an average cost of Rs. 100 per conversion

Starting date: December 2010

Initial status:

Ankit performed a comprehensive keywords research and analysis and prepared a list of keywords that people were searching locally for competitive examination solutions. Strategic planning for campaign followed the following steps:

- Creation of different set of campaign for each product
- Highly themed ad groups with proper use of keywords matching
- Location targeting and ad scheduling for each campaign
- Seasonal keywords selection and ad copy creation
- Optimization of landing page with A/B testing and Google Analytics tracking
- Conversion tracking code implementation

Results for first 3 months (December 2010 - March 2010) status:

19036	0.31%	Rs. 61,688.29	865	Rs. 71.29	4.55%
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Considering the high performance of the campaign Exponent Education was happy to continue the business relationship further for better results.

December 2010 - May 2011 status:

52390	0.30%	Rs. 215,607.63	1851	Rs. 116.41	3.53%
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Summary:

Client is getting more than 200 leads per month with average CPC of around Rs.100. Ankit was successful in meeting the business objective of PPC campaign.