



PPC for the Win: Building a Brand

Major Nutritional Supplement Supplier | Case Study

About the Client

Established in 2013 as an offshoot from its parent company, the client is now dominating the market as one of the leading providers of nutritional supplements.

The Client's Problem

The client already had a well-recognized brand name and eCommerce store with many successful products under several different product lines; however, changes in the market environment got them interested in aggressively promoting one product line in particular. The only question was, how?

They knew in-house attempts at promoting the product line under the existing parent brand via AdWords were inefficient and relatively unsuccessful due to a lack of reliable data from conversion tracking, but the client also knew the sales potential was incredibly significant; ultimately, they created a separate brand name and website to promote the product line.

So how do you successfully promote an existing product line going through a re-branding stage? First and foremost, it helps to have a good product with significant enough demand to eventually outweigh any short-term lack of customer awareness. Fortunately, our client had this. It was now our job to find them loyal customers.

Our Solution

It's important to note that with PPC there are rarely any "magic wand" solutions; to be truly successful you need diligence, creativity, client collaboration, and a thorough testing process. Luckily, here at Apogee Results, we are firm practitioners in all of these areas.

Our first order of business was to pick out a base set of keywords based on client knowledge and keyword research and build out the campaign according to Apogee's best practices. Second, and perhaps most importantly, we had to make sure the new website had the correct code in place to give us conversion tracking capabilities in AdWords. This would give us the ability to analyze all converting traffic, both for the number of conversions we produced and the revenue each conversion brought in. It would also give us insight into which keywords used to search for the product line were most and least successful, which is critical to optimizing any campaign. At that point we could launch the campaign and begin the bidding, testing, and optimization process.

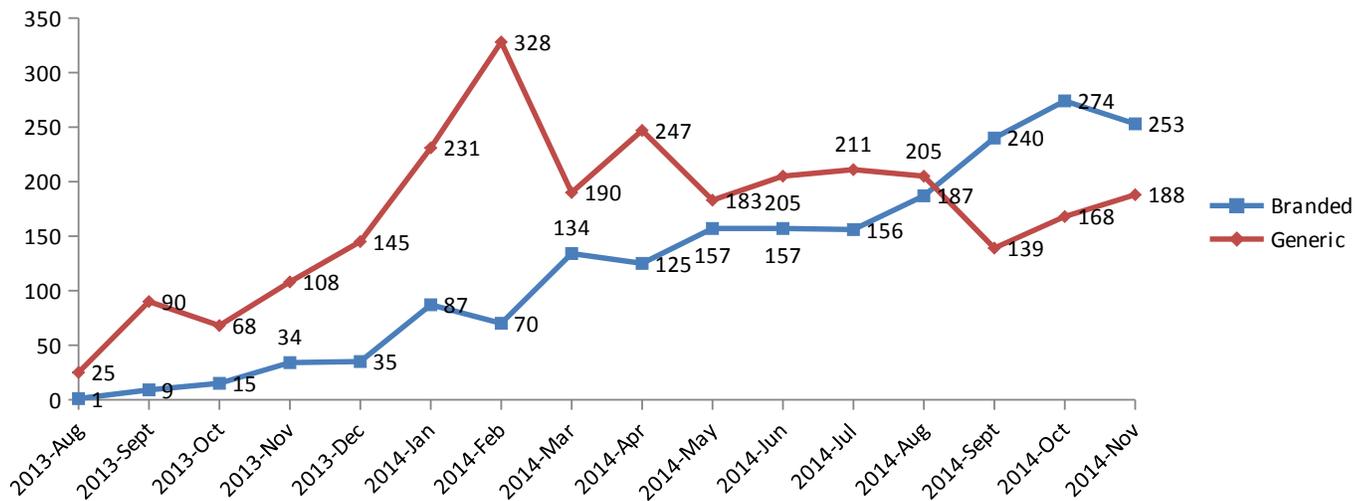
The Results

252% Increase in Conversion Rate for Branded Keywords

Branded keyword conversion rate post-campaign launch was initially very low, but considering this was a product line now being sold under a new brand name, this was to be expected. After several months of driving new customers to the website with generic keywords, the branded term conversion rate began to increase significantly with a 91% increase from February to March 2014 and a 75% increase between the months of July and October 2014; overall, the rate increased a total of 252% from campaign launch to the present.

The data clearly points to repeat business. After initially performing generic, product-related keyword searches and purchasing the product, a large portion of customers now had a firm recognition of the brand name. Now people could return to the website to purchase product by searching branded terms. To fully understand the significance of this campaign trend, we must look at how it affected CPA (Cost-Per-Acquisition).

Branded vs. Generic Keyword Conversion Rate



93% Decrease in CPA (Cost-Per-Acquisition)

CPA is a metric used to measure the efficiency of paid media campaigns. It is calculated by dividing the number of conversions by the total amount of ad spend for a given time period which, in this case, is one month. As you can see, there has been a steady and consistent decline in CPA since campaign launch. Although there were other contributing factors to the decline, the main reason for the increased efficiency can be attributed to an increased conversion rate for branded terms. As is the case with many AdWords campaigns, bidding on your company's branded terms is often significantly cheaper than more competitive keywords. In our case, the average CPC (Cost-Per-Click) on branded campaign keywords ranged anywhere from \$1 - \$1.50 cheaper than our other converting keywords.

Fortunately, we had a client willing to spend money on the more expensive keywords at the beginning of the campaign. This enabled us to lure in first time customers while raising enough brand awareness for those customers to return and convert through a less expensive channel. Over the course of 15 months, the result of this cycle was an extremely efficient and successful use of our client's marketing dollars.

