

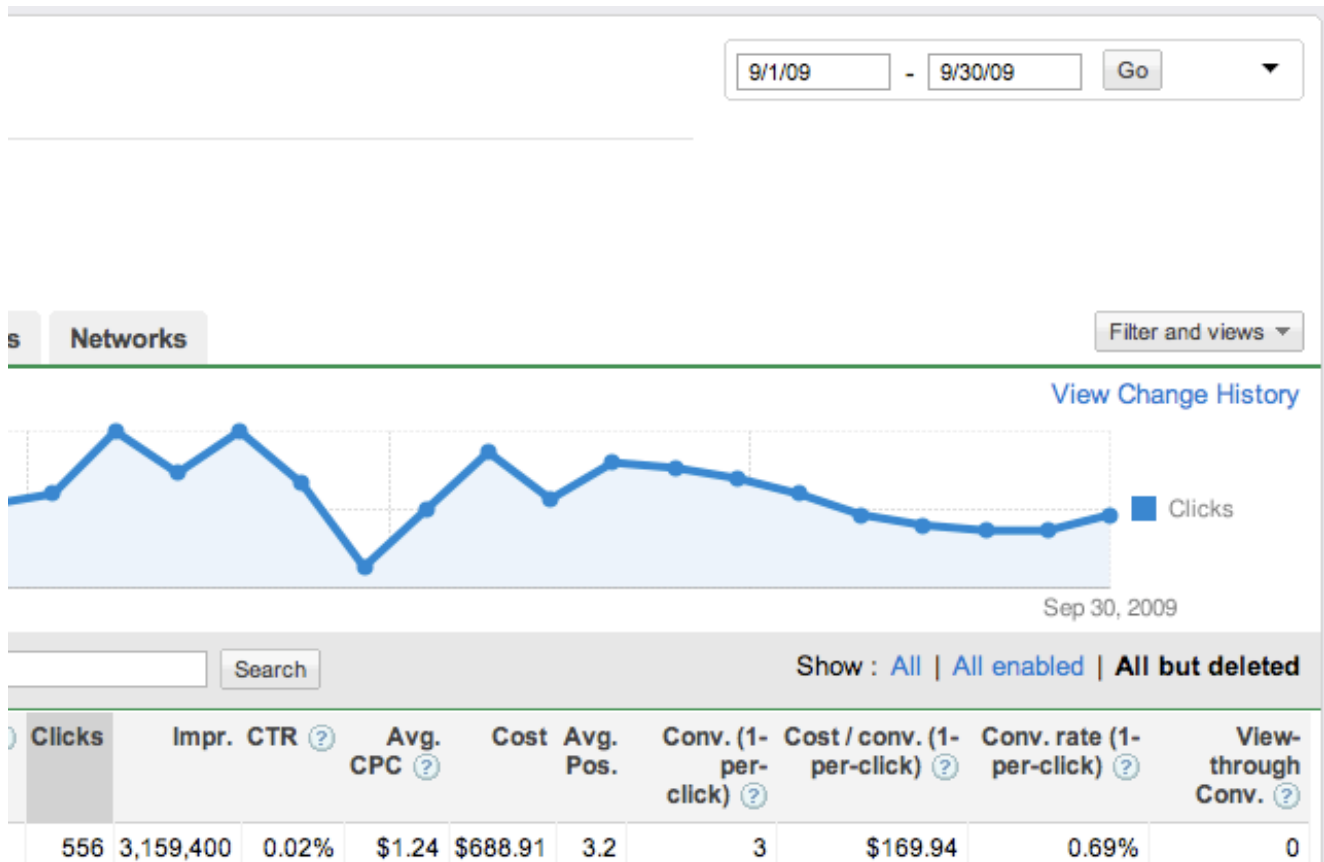
Adwords Success

40X Leads* for 20%** the cost

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*Stats captured from a client account.

**We did better than that, actually. Read on.



Month One

The month we first took a look at the project.

Google Adwords Baseline:

- Ads stale
- Limited keywords
- No visual ads
- Poor landing pages

Results: 3 leads for \$688 or **\$169 per lead**



Month Two

Testing revealed what was effective/ineffective.

Google Adwords Improvement:

- New ads achieved higher CTR
- New keywords expanded reach
- Visual ads caused brand recall *
- New landing pages upped conversion rates

Results: 77* leads for \$2895 or **\$37** per lead**

* 26 View-through Conv. Saw ads and later registered. **Cost 33% lower.



Month Three

Cutting non-performing ads and keywords further improved lead generation numbers.

Google Adwords Success:

- CTR now 5x baseline
- CPC now less than 50%
- Conversion Rate 4x baseline

Results: 131* leads for \$2995 or **\$22 per lead**

* Not including View Through.

Simple Formula For Adwords Success

- Create & Test Relevant High Quality Ads
- Create Clear Actionable Landing Pages
- Use Focused & Tangential Keywords
- Serve Ads in Search & Content Networks

Results: Raise awareness of product or service - and generate sales.

For more on Ad Creation and Adwords Management, contact Jeff Goldsmith via <http://jeffreygoldsmith.com>