



PEDOWITZ
GROUP

The Revenue Marketing Consulting Firm

Case Study



The Challenge

Grundfos knew that paid traffic was a good strategy for getting more leads based on running a first successful demand generation strategy in 2015. The average conversion rate for others bidding on plumbing / pumps keyword segments in 2016 was 2.2%. On February 19th 2016, Google stopped showing AdWords ads on the right-hand side of the search engine results page (SERP's). With this change and along with their current paid strategy, the client saw an overall increase in cost per click, a decrease in impressions, and a significant increase in cost per lead. This ad placement change drove up the average cost per lead which ranged from \$65 – \$500 depending on the product and keywords within the campaigns ad groups.

In order to increase net new leads and optimize the campaigns, our inbound specialists

- Conducted competitor and keyword research
- Examined the account structure and campaign settings
- Evaluated the geographic and search term data and reports
- Evaluated the client's website and coached on the creation of unique landing pages – if necessary – to generate an optimal visit-to-lead conversion by allowing multiple exit points not associated with the Call-To-Action
- Examined the client's funnel and sales requirements for quality leads
- Added video to landing pages after evaluation
- Utilized video campaigns within YouTube and Google content network to target competition and DIY traffic
- Created and initiated geo-based campaigns (discovered some areas where the average cost of leads was too high, so we limited the cities where those leads cost too much)
- Added in new Affinity and In Market audiences to reach new campaigns, countries and languages

The Solution

The Pedowitz Group (TPG) began optimizing the company’s paid search campaign in 2016. Through an internal inbound assessment, TPG was able to identify key areas of focus. A custom strategy was developed for their niche market to target visitors based on converting key terms and high-value display placements.

Results

After the strategy was implemented, results were quickly realized. Although paid ad impressions were down by 2.65%, this was expected due to Google’s removal of ads in the right-hand side of the SERP. Knowing that impressions would be down, TPG developed a strategic targeting method based on high value key terms that converted in the top display ranking position. Even with the right-hand side ads removed, the ad placement position at the top of the page remained at the top average position of 1.7 (3 positions are available for ads on top) due to the increased optimization and targeting. This strategy produced the desired results as total clicks increased by more than 13%. With all of these improvements, the client saw a 21% increase in the number of leads generated in 12 months while simultaneously achieving the goal of reducing the cost per lead. The average cost per click consistently decreased with a savings of 4% for the click to conversion rate. Keeping track of the lead source and UTM parameters in the Marketing Automation Platform and CRM we could directly attribute revenue results back to search and paid traffic campaign.

Quick hitting points:

<p>21% increase in overall conversions. Budget for 2016 increased only 7% but overall conversions increased 21%!</p>	<p>4% increase in click to conversion rate. The Market Average conversion rate was 2.2% in 2016 and we achieved just over 4%</p>
<p>11% decrease in overall cost per new lead. Although the budget was increased for 2016 due to the great performance of 2015, our overall cost per new lead decreased by 11%!</p>	<p>4% decrease in cost per interaction. The average account in this market bidding on the same keywords doubled in cost per interaction, while we lowered the cost by 4%</p>



Benefits

The inbound campaign with Grundfos saw this joint effort of strategy, implementation and continued maintenance as a success. “We were able to do so much more by partnering with the Inbound Operations team at TPG than we could have done without them. It helped us reach our immediate goals of increased engagement and decreased spend after the removal of right-hand side ads in Google’s SERP” said Helen Muburak, Content Marketing Manager at Grundfos. In addition, the client increased the number of converted leads while adding over 300+ net new names into the Marketing Automation Platform in a 12-month period.

Paid search platforms like Google AdWords are self-service platforms, which means you do not need to hire a professional SEO/SEM company to set up and manage your paid traffic campaigns. However, given the volume updates and changes from Google, the best practices expertise and experience from many clients, and the range of tools at our disposal, leveraging the TPG Inbound Operations Consulting helped to maximize Grundfos’ paid search ROI.

The Pedowitz Group – Connecting Marketing to Revenue™

The Pedowitz Group wrote the book, and is the undisputed thought leader on Revenue Marketing™. As your partner, TPG helps you plan, build and optimize your revenue engine by delivering services in MarTech, demand generation and marketing operations. We believe that marketing is the driver of customer engagement that fuels the revenue engine. The Pedowitz Group customers have won over 50 national awards for their Revenue Marketing excellence.

