THE CASE

Increase in the number of leads for the Russian reseller of CRM-systems

Increased number
of macroconversions
by 5 times

Reduced average lead
cost by 3.5 times

Conversion rate increased
by 1.7 times

Client

The official reseller of CRM-systems Salesforce.com in Russian Federation.

Our task

To increase the number of leads — contacts received from interested visitors of the site.

Operational algorithm

- Analyzing a pool of existing advertisement groups in terms of their efficiency in obtaining leads
- Analyzing the site structure and its features
- Advertising campaign adjustment according to the analysis results

General information

As it is known, a website structure should be determined by business goals. After all, the site serves the purposes of business, and not vice versa. In most cases, however, the situation is exactly the opposite. Clients often come with already functioning sites, which don't not give a desired effect. In this case, we recommend to redesign the site and tailor it for specific conversions.

A classic example of such successful reorganization is shown in the case where we increased the conversion rate by 4 times for the real estate developer. Unfortunately, clients do not always listen to our recommendations. This case is an example of a situation where the client, due to certain obligations, could not change the design and structure of the site.

Business in the clouds

This part is about cloud technologies. You probably know their undisputed advantage: the user does not need to buy software — you only have to pay a subscription fee for ready-to-use solutions. It also eliminates the need for server maintenance and a whole team of support staff, which is a developer's responsibility. To conduct business, the user must have several terminals (usual stationary PC or laptops) connected to the «cloud» — and that's all.

Hard to argue, it is a very convenient thing. But convenience means rather high subscription fee, which results in the characteristic features of our client's business:
1. it is difficult to expect a large number of applications due to the specifics and high cost of the service in this segment;
2. in order to reach positive economic effect, it is sufficient to close only one «good» deal or several not so «good» ones.
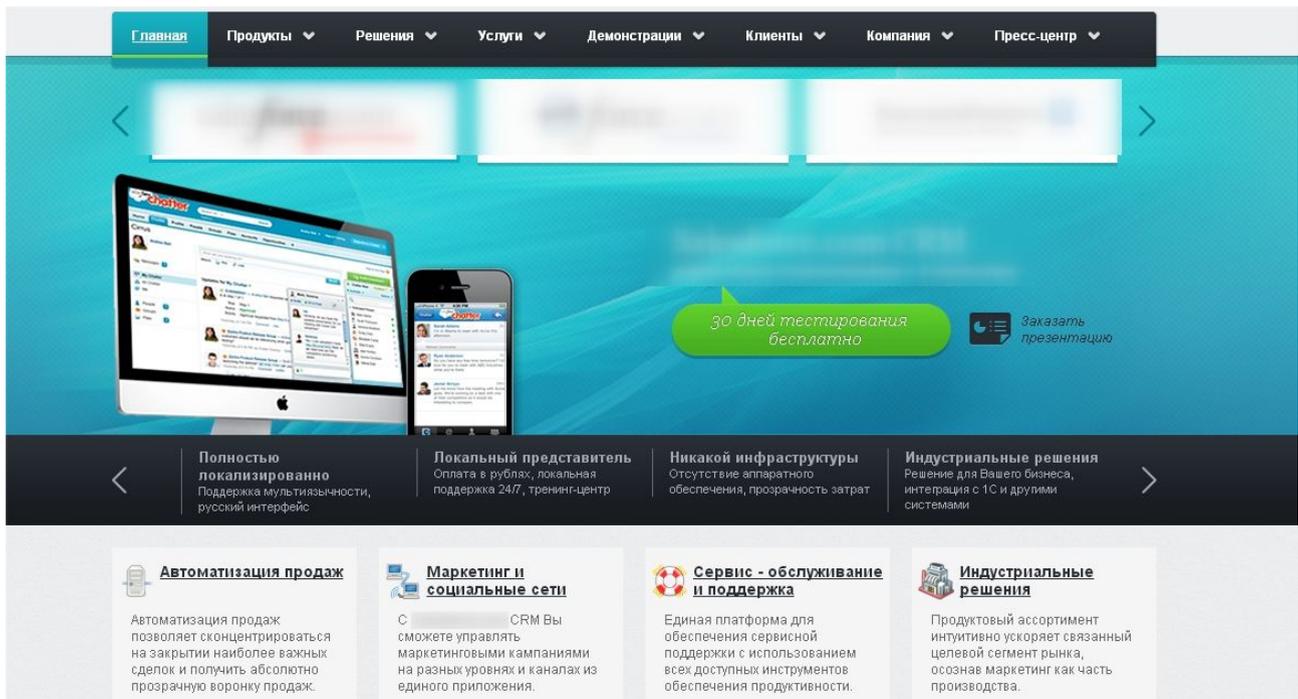
Beginning of work

I will quote the advertising campaign indicators for macro conversions at the beginning of our optimization.

Only correctly filled and sent forms containing personal details (so called leads) were taken into account as macro-conversions:
- feedback form;
- 30 days trial form (option 1);
- 30 days trial form (option 2);
- online demonstration form.

I'd like to note that we don't provide micro-conversions data here, that would allow us to brag about high CR (conversion rate). We are only interested in macro-conversions, which are directly tied with profit.

We must admit that, to some degree, the results of the campaign for the first two months of the year were worse than for two last months of 2013. It is explained by a natural decline in business activity during the Christmas holidays. The second reason is an expedient budget reduction for the first half of January, which was, again, due to a decrease in users' activity. For the first two months of 2014 the number of macro-conversions was only 10, but in the last 2 months of 2013 there were 27 of them.

Number of macroconversions BEFORE the start of our works
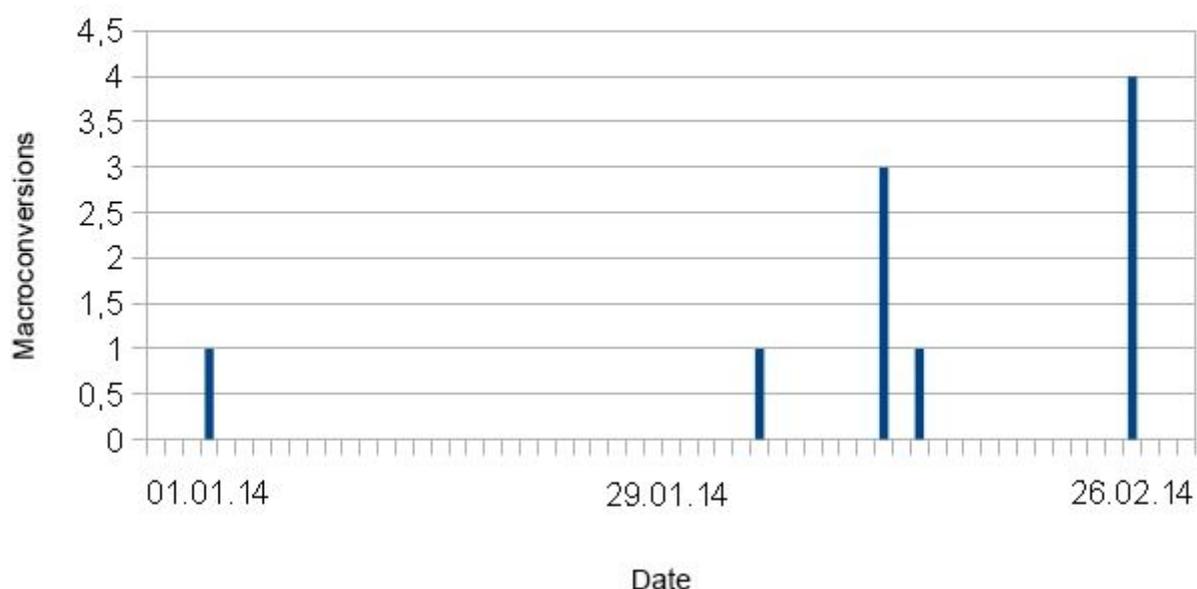
However, an appeal to the fact that the client himself has cut the budget, gains its point. Therefore, we rolled up our sleeves and started looking for methods to correct the issue with macro-conversions.

Measures to be made

It should be noted that a couple of months prior to the described events, we submitted an extended offer with the ways to develop business on the Internet. Moreover, contextual advertising in this case was only a part of the activities aimed at the traffic and conversion rate increase on the site.

We offered both a redesign of the site, and a completely new content strategy. But then it turned out that the client could not, for certain reasons, make serious changes to the structure and design of the site. But without these changes, all the work on the advertising campaign could be reduced only to a set of conservative actions aimed at maintaining everything as it was.

The client's site contained a lot of navigation elements and information. At the same time, it did not mention the price for CRM services, service comparison of various CRM manufacturers, and so on. The abundance of menu items with no links to presentations and videos, forced the user to make countless transitions on the pages of the site, «twisting» the values involvement rates. However, all these transitions did not give the

answer to the question: «Why should I fill out any form on the site?» Obviously, the site was not «selling» — it could not convince a new user to make a conversion.

We started taking steps to attract targeted traffic, which would be big enough to provide the necessary minimum income, and would grant conversions at the same time.

What do you do with traffic that does not sell

Analyzing the current state of the advertising campaign dynamics, we paid attention to the following fact: despite the large number of ad groups with different semantic cores and a total number of keywords (about 500), all conversions were made only in two groups. One of them included requests containing the name of client's CRM. The second contained general queries, such as, «crm». Moreover, the first group had a good click-through rate — more than 10% with overall percentage of conversions about 80% of the total amount for the site.

The fact is that the conversions were made only by those who had already known about this CRM. Users who did not need to be convinced. As for the traffic of other ad groups, there was little sense — they couldn't be converted into customers due to an error that was present from the stage of the site development. The site was unable to sell.
Next, we started looking for the ways to obtain sufficient traffic for these groups. Analysis of the number of requests according to account history and Keyword Planner had shown that it was quite realistic.

In the end, we decided to leave only two ad groups listed above. To ensure a good quality score, the group «crm» was activated only at the most conversional time of the day (only for a couple of hours). There was rather low CTR (about 2-3%) for this group, which, under constant displaying, underestimated overall CTR characteristics of the advertising campaign and led to a drop of the keywords quality rate. On the other hand, being activated at certain periods, it could balance the whole account. Activation of this group did not have a dramatic effect, but it provided necessary conversions.

Results

The diagram below shows the results of the advertising campaign after our optimization. The total number of macro-conversions reached 52 (!), which is five times more than during the previous period, and twice as high as at the end of 2013. In addition, these 52 conversions were made in a shorter period of time (not for two months, but one and half).

Number of macroconversions AFTER the start of our works
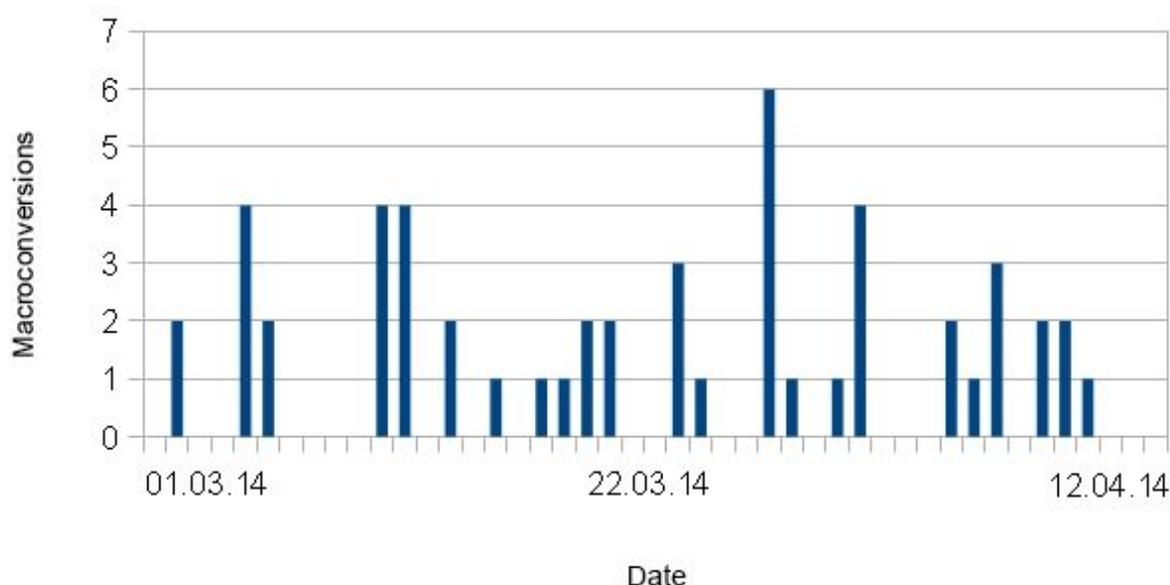
As a result, we received the following indicator improvements for the advertising campaign:

1. The number of macro-conversions increased by 5 times while increasing the budget only by 45%;
2. An increase in the budget was a result of external factors: the client simply took the budget back to the level of late 2013;
3. A lead average cost has decreased by 3.5: from 2985 to 831 rubles;
4. A conversion rate increased by 1.7 times: from 8.44% to 14.98%.

In this case, the reader should not be deceived by high values of this indicator, since it is a conversion rate for all goals. What this data means is that site visitors have become more active not only in terms of involvement (depth of view, failure rate), but also in terms of target actions on the site. We managed to allocate the segment of the traffic, which did not confuse the functionality and content of the site.

Summary: under the circumstances of almost complete inability to change anything on the site itself, thanks to the analysis and detailed research of the client's business dynamics, we have achieved a noticeable increase in site conversions and a significant decrease in the cost of the lead.

Project team

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