

ACQUISIO'S BBM SOLUTION HELPS HANAPIN MARKETING BOOST CONVERSIONS FOR ONE OF THEIR TOP CLIENT CAMPAIGNS BY 450%!

HANAPIN MARKETING

Hanapin Marketing is an award-winning paid search agency that manages and optimizes clients' paid search programs. From ad copy composition to keyword research to landing page optimization, Hanapin's core objective is to maximize our clients' return on investment.

Hanapin Marketing publishes the industry-leading blog, PPC Hero – the most popular PPC blog in the world.

Managing several million dollars in ad spend each month, Hanapin's client base includes eight Indiana Entrepreneurial Awards of Distinction winners (formerly Indiana Growth 100), three Inc 500 winners, and two Fortune 500 companies.



THE CHALLENGE

The goal of all digital advertisers, when running pay per click campaigns, is to significantly increase conversions. For industry leading paid search agency, Hanapin Marketing, these goals are of paramount concern for all their accounts, especially for their large scale clients. For massive accounts, with up to \$500,000 in ad spend a month, it is vital for Hanapin to deliver results, quickly, and to maintain performance long term.

One client, a for-profit school with 45 locations throughout the United States, wanted to acquire as many leads as possible at \$200 per lead and \$2,500 per start (when a lead turns into a student). Hanapin was tasked with maximizing their \$300-\$400K budget and asked to generate as many conversions as possible.

"Almost from the minute we launched BBM the campaign results started heading in the right direction." – Jeff Baum, Ass. Director of Paid Search, Hanapin Marketing

THE SOLUTION

STRATEGY

The initial strategy Hanapin used was to:

- Aggressively bid for the #1 position using AdWords bid rules
- Push volume through keyword expansion & search remarketing
- Pause non converting ad groups & keywords
- If necessary, go over CPL target to push volume

The revised strategy, based on new business conditions, involved:

- CPL targets by program, not by campus
- Adhering more strictly to target CPL
- Reducing volatility of program and campus CPLs across locations
- Bidding for lower positions to test the conversion rate of leads driven from those positions.

Acquisio's Bid & Budget Management

With the revised strategy in place, Hanap-

in launched Acquisio's automated Bid & Budget Management solution (BBM) to help better target CPLs, reduce volatility and bid more effectively.

BBM updates campaigns every 30 minutes, about 50 times more than average, and uses the most recent auction information to set and adjust bids to hit target CPLs and generate more leads.

THE RESULTS

Average CPC decreased 12.8% per click

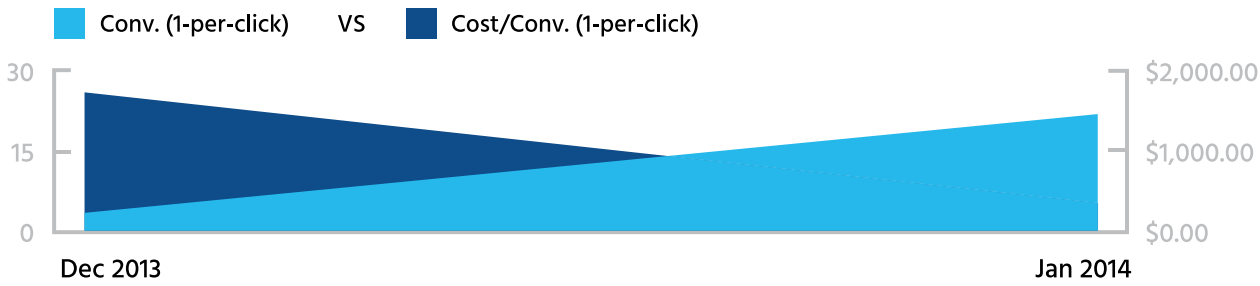
With CPC originally at \$21.50, BBM shaved off \$2.75 from each click, bringing the CPC down to \$18.75. Best of all, Hanapin's client was able to reduce their CPC without decreasing their average position.

Clicks increased 30%

The 30% increase in clicks generated from BBM translated to about 100 more ad clicks and roughly 11,000 more ad impressions.

Conversions increased 450%

As traffic rose and CPC decreased, there was a massive increase in conversions. Before BBM the campaign only generated four conversions. That number was unac-



Month	Clicks	Impr.	CTR	Cost	Avg. CPC	Avg. Pos.	Conv. (1-per-click)	Cost/Conv. (1-per-click)
Dec 2013	332	25,113	1.32%	\$7,134.98	\$21.49	1.8	4	\$1,730.34
Jan 2014	432	36,109	1.20%	\$8,094.23	\$18.74	1.9	22	\$356.20

ceptable and Hanapin was considering shutting down advertising in this market altogether, until they tried BBM.

CPL decreased 81%

With the same budget, more clicks coming in and BBM better allocating the budget, Hanapin’s client saw more conversions for the same cost, effectively reducing CPL by 81%.

“BBM probably saved us 6 months of hard testing and optimization to get to that number so the results have been tremendous for us,” says Jeff Baum, Associate Director of Paid Search at Hanapin Marketing.

ABOUT ACQUISIO’S BID & BUDGET MANAGEMENT

Constant access to near-real-time data helps you maximize as well as reduce the cost of each click or conversion, while optimizing your fixed PPC budget so that you know it’s being spent accurately and efficiently.

With BBM you can bid farewell to over-bid-

ding for clicks or over-paying for conversions. Its budget management is so precise across all campaigns that you’ll never have to worry about running out of budget early or over-spending again.

INTEGRATION

The account tested has about 500 campaigns, so it was crucial to integrate BBM into the campaigns that needed the most focus while still maintaining the performance throughout the rest of the account.

“It’s been a very successful integration,” says Baum, “BBM has been helping the campaigns it needed to help and it did not affect the other areas of the account that are already doing well on their own.”

So as not to upset the results of BBM, no other optimization efforts were made for the campaigns using BBM. This allowed Hanapin Marketing to confirm that BBM was responsible for the improved results.

After just a month with the automated optimization solution, it is clear that BBM

had a very positive outcome on the campaigns it managed.

“BBM probably saved us 6 months of hard testing & optimization to get to the numbers we saw, so the results have been tremendous for us.”

– Jeff Baum, Associate Director of Paid Search at Hanapin Marketing

450%

INCREASE IN CONVERSIONS
FOR THE CAMPAIGN