

Case Study: Google AdWords



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BUSINESS CHALLENGE

An insurance company expressed the need to improve the number of paid search quotes while at the same time improving their return on ad spend from an average of \$190+ per new customer to at or below \$125. They engaged the team at Interactive Cleveland for a (12) month paid search management campaign starting in December 2014.

SOLUTION

Interactive Cleveland conducted a full paid search audit, new paid search keyword research, and campaign restructure in December of 2014. As part of a paid search campaign, Interactive Cleveland provided the following:

- Paid media strategy and campaign restructure
- Competitive research
- Landing page recommendations
- Optimization of partnership campaigns
- Monthly campaign management and reporting

RESULTS

After completing a campaign restructure in January of 2015 and maintaining the new campaigns for a period of at least (6) months, the client noticed an increase in quotes as well as a decrease in ad spend per quote. As the client's ad budget began to increase during the spring, they continued to see positive return on their ad spend.

- 62% decrease in average ad spend per customer to \$100 (September 2014 - June 2015)
- 92% increase in total quotes per month (September 2014 - June 2015)

