Game-Changing Reduction in CPL

CUSTOM SOLUTIONS AND PRODUCTS FROM PVC CODED OR LAMINATED FABRICS AND FILM

STRAATEGY

› The overall strategy of the campaign was to decrease cost per lead (CPL) by improving the clickthrough rate (CTR) and conversion rate.

KEY TACTICS

› Continually and systematically tested ad copy and landing pages to increase CTR and conversion rate.
› Paused poorly performing campaigns and restructured existing campaigns with potential, based on historical data.
› Built out new campaigns based on extensive ongoing keyword research.
› Created a microsite with dynamic landing page content to improve conversion rate.

Campaign produced CPL drop of 58%

› Leads increased by 168%

Providing significantly more leads at a far lower cost.

“Our PPC campaign with Straight North has succeeded beyond our expectations. We’ve been impressed with their ability to make rapid changes that show results. They have a very good system for handling campaigns.”

AMCRAFT MANUFACTURING