

About Client

ASQ, the American Society for Quality, is a global community of experts and quality professionals offering networking, training, certifications and conferences for knowledge growth and sharing ASQ has a growing online presence.

Business Challenge

ASQ's internally managed PPC campaign was lacking practice expertise, resulting in increasing costs and a narrow branded audience.

In 2009, ASQ was managing Pay-Per-Click (PPC) campaigns they had launched internally. Nearly 100% of PPC traffic driven to the site resulted from bidding on branded keywords. ASQ wanted to increase non-branded PPC traffic without sacrificing the quality of visitors or their strong 2.57% conversion rate. In addition, ASQ wanted to maximize their budget to increase the number of visitors and maintain a return on investment (ROI) of no less than 3:1.

Solution Delivered

To increase ASQ's non-branded visibility from its former level of less than 2%, Zeon Solutions performed keyword and search query research. This important process was to understand non-branded search terms used by the ASQ target market as to not *lose the relevancy of traffic*. Next, new campaigns targeting specific revenue-generating areas of the ASQ site were created: Certifications, Trainings, Memberships and Conferences. To maximize budget and increase the quality of visitors, Zeon Solutions focused on relevancy and Quality Score. Zeon tested and leveraged campaign architecture and ad creative as well as reviewed search query data to generate a more robust list of negative and positive keywords. In addition, Zeon leveraged keyword research and analytics to structure highly targeted campaigns and ad groups able to use long-tail keywords to decrease costs. Lastly, Zeon reviewed visitor behavior to design highly targeted landing pages.

Results and Value Adds

The new campaigns generated as much as 95% impression share (the number of times PPC ads are shown divided by the total time available). In addition, non-branded revenue accounts for approximately 20% of PPC generated revenue.

By gaining control of how and when ASQ's PPC ads appeared, Zeon Solutions increased overall click-through-rate (CTR: a key indicator of relevancy and therefore quality of visitors) from 0.55% to as high as 8.51%. Conversion rate, another indicator of relevancy and quality of visitors, increased from an impressive 2.57% to as high as 5.47%. The increase in relevancy allowed for increases in the Quality Scores of keywords which ultimately decreased average cost per click (CPC), allowing Zeon to maximize the overall budget while driving more visitors. With Zeon's management, average CPC therefore dropped from \$1-2 per click to \$0.89.

Key Benefits:

- 20% increase in non-branded traffic
- 1,447% increase in CTR
- 113% increase in conversion rates
- 40% decrease in CPC

Client Testimonial

"Zeon developed a strategic approach to our Pay-Per-Click campaigns that increased our awareness among our target audiences and dramatically improved our bottom line. The Zeon Team is a true partner in our business planning and execution."

Betsy, Marketing Services Manager, ASQ