

Case Study: Advantage Rent A Car

Client Success Case Study

This document is an overview of marketing services offered to one of our clients over a period of time. This is not free to distribute to anyone under any circumstances.

April '08

Pay Per Click Advertising

Summary

Our pay-per-click philosophy can be summed up as follows: we maximize the profitability of our clients' PPC campaigns by constantly improving the profitability of each and every keyword, ad and landing page in their account.

Where some internet marketing firms manage PPC accounts on a portfolio level, we manage them on a keyword level. Though this requires considerably more work to implement, it results in substantially better results as each keyword, ad and landing page is contributing to the overall profitability of the campaign.

Strategy

Our pay-per-click strategy consists of two main components: account setup and ongoing account management. Here is how we implemented each component for Advantage Rent a Car.

Account Setup

The purpose of the initial PPC account setup is to set the foundation for a campaign that yields as high an ROI as possible.

Step 1: Extensive Keyword Research

Using a variety of tools (including our own in-house systems) we identified more than 100,000 keywords related to the car rental industry. This step is critical because quite often the revenue generated from a PPC campaign is in direct proportion to the number (and quality) of keywords being bid on.

Step 2: Ad Copy Creation

After spending some time researching and understanding the car rental industry we began crafting ads that relate our client's unique selling proposition. Because of how competitive this industry is it was very important to find a way to differentiate our client from other car rental companies.

Step 3: PPC Account Architecture

In this step we planned and implemented the setup of 54 campaigns and more than 800 adgroups to ensure a very tight message to market match. We also made sure that these campaigns were geo-targeted to the appropriate cities where necessary.

Step 4: Implementation of Tracking Systems

Prior to launching the PPC campaign we had conversion tracking scripts installed on the client's website. This allows us to measure the profitability of each keyword in the account and make intelligent decisions based on this data.

Ongoing Account Management

The purpose of this aspect of PPC management is to continually improve the bottom line of our client by implementing several strategies on a weekly or monthly basis.

Step 1: Managing Bid Price

By constantly updating the max bid price of all keywords we consistently improve the overall profit of the PPC account. For this client we took the following actions on a weekly basis (or more frequently when necessary): we deleted under-performing keywords; we reduced the max bid price of keywords that have generated sales but

were not profitable; and we improved the margins on the already profitable keywords by adjusting bid price, position and ad copy.

Step 3: Split-Testing Ads

We're constantly testing new ad copy to beat our previous successes. But unlike other internet marketing firms we'll never sacrifice ROI for higher click through rates (or higher conversion rates for that matter). The system we use ensures that the winning ad chosen in our split-tests is the one that contributes the most to the bottom line. This strategy turned out to be extremely effective for Advantage Rent A Car due to the high search volume in their market.

Step 4: Negative Keywords

Negative keywords are critical to maximizing the profitability of any PPC campaign. In this step we used various techniques to identify the best negative keywords to use for each campaign in the PPC accounts. This allowed us to save thousands of dollars per month on wasted search traffic for our client.

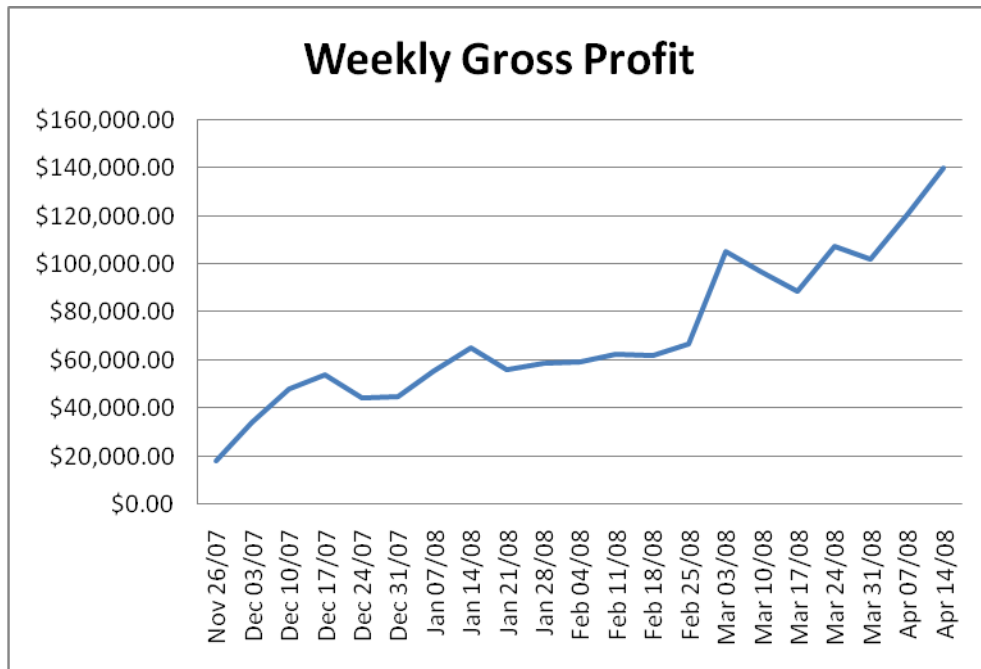
Step 5: Landing Page Testing

In this step we worked with the client to create a variation of their existing landing page that capitalized on a new promotion they were doing. This test resulted in a significant increase in conversion rate which in turn allowed us to bid more per keyword and dramatically improve the profitability of the account.

In addition to these regularly performed tasks we also implemented systems for reducing click fraud, saving our client tens of thousands of dollars in the process.

Results

The following graph illustrates the results we achieved by implementing the above strategies over the course of a little over 4 months. Each data point on the graph represents the weekly gross profit generated by our PPC efforts.



As you can see we managed to increase the gross profit generated via PPC advertising by 600% during this time period. And we're not done yet. In the next 6 months we feel we can realistically double this company's current profit by continuing to refine their PPC accounts.

Search Engine Optimization

Summary

Search engine optimization begins once sufficient keyword research has been done to determine which keywords get the highest search volume and a pay per click test has been done to determine which words convert to sales most often.

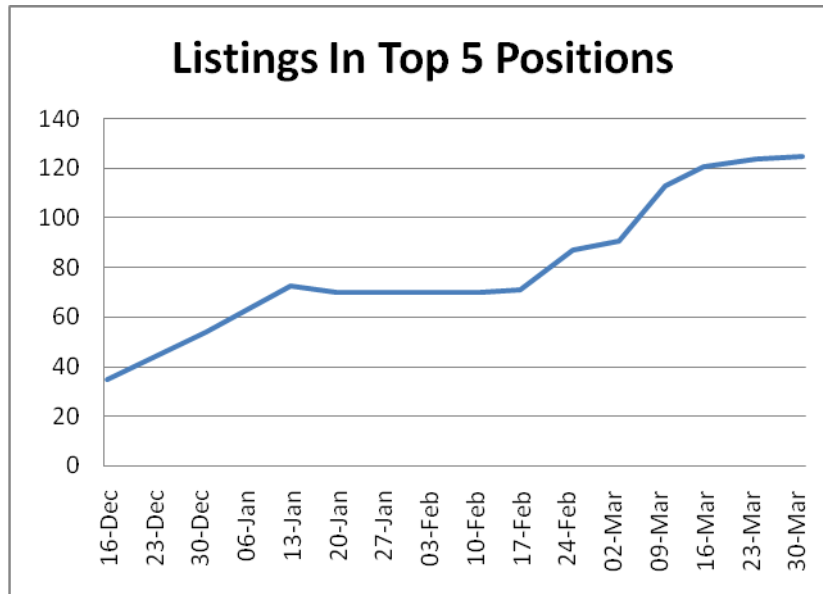
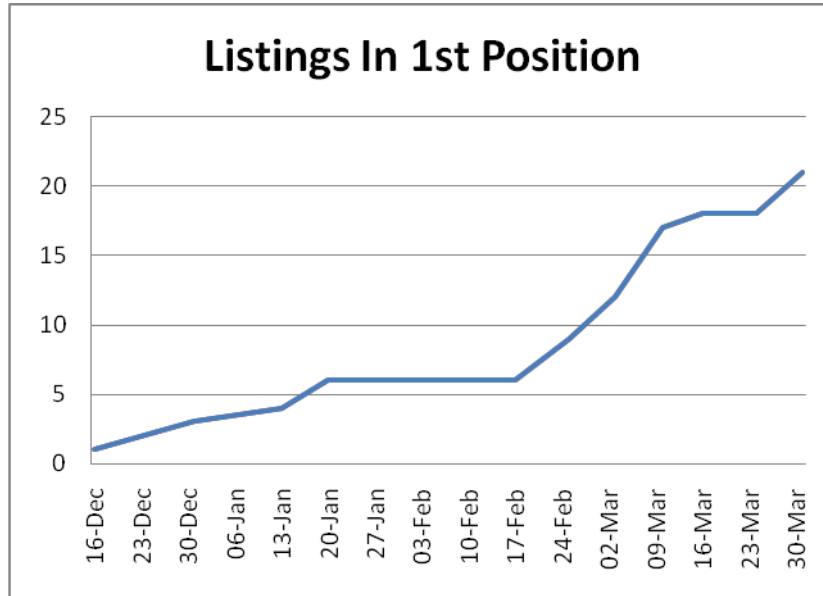
This account was no different. Once we determined which words converted, we put systems in place to track the results of optimizing for these key terms. Although we found over 30,000 top converting keyword phrases, we optimized for the top 364 phrases.

Strategy

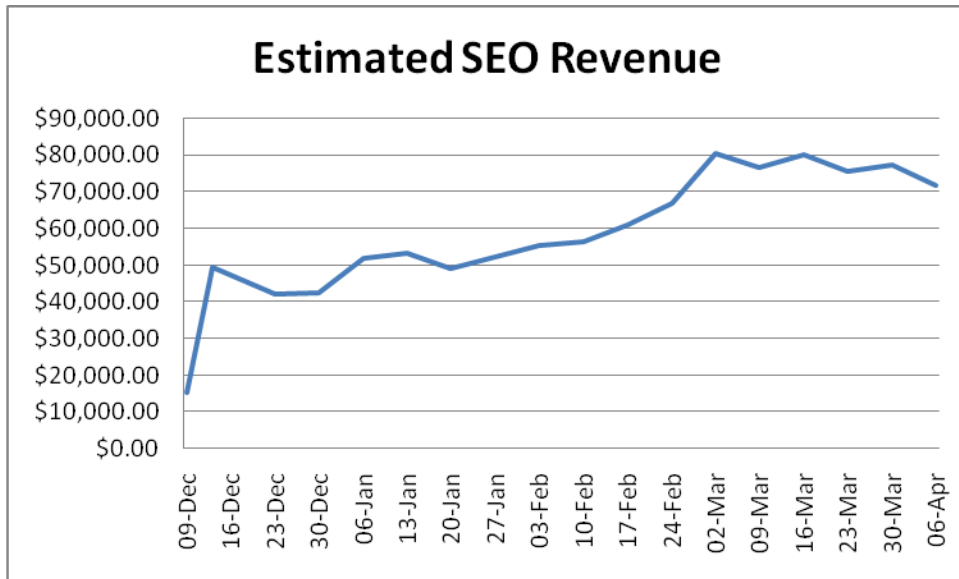
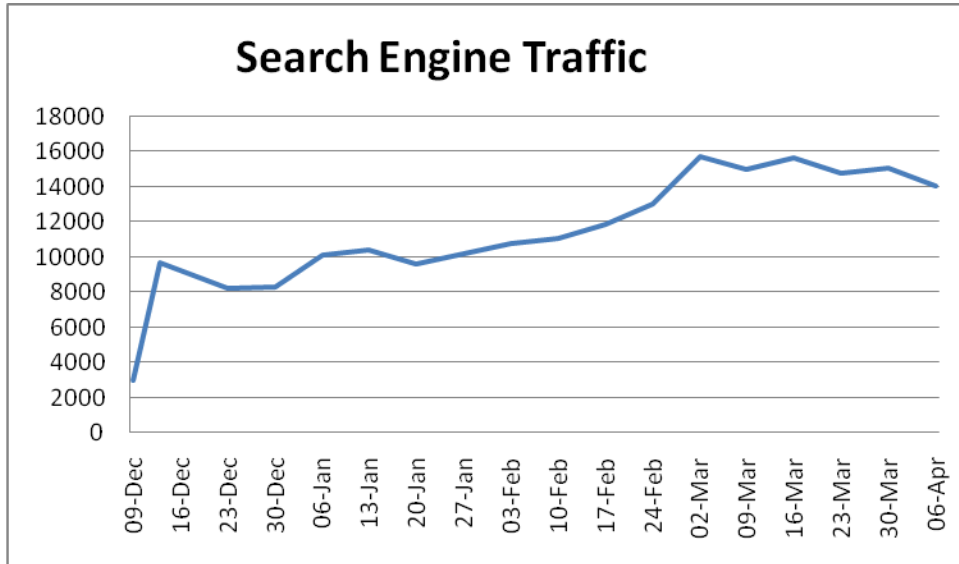
The search engine optimization strategy consists of two parts: on page optimization and off page link building. We began with the 134 location pages and the main page optimizing for the top phrases. Each page had 15 unique locations within the content to be optimized as well as the internal linking structure of the site itself.

The second portion is the link building which is ongoing and never ends. This includes, but is not limited to blogging, social bookmarking, press release optimization, directory submission, article writing and link partnering and brokering.

Client Ranking Reports For Keywords



Overall Lift & Traffic Boost



Results

When we began working with Advantage they held 1 first position on Google and 35 top 5 search page positions. Now they hold 21 number 1 spots and 125 top 5 positions at the top of the search results. They began with 43 top 10 and now have 194 top 10 positions.

This rise in rankings corresponded to an organic search traffic increase of 368% from 3,000 unique visitors per week to over 15,000 per week. In addition it has resulted in an estimated increase in revenue of \$56,000 per week (from \$15,000 to \$71,000).