UCL'S GRANULAR MANAGEMENT STRATEGY IMPROVED HOSTING COMPANY'S LEADS BY 15% WHILE REDUCING CPL 46% YOY
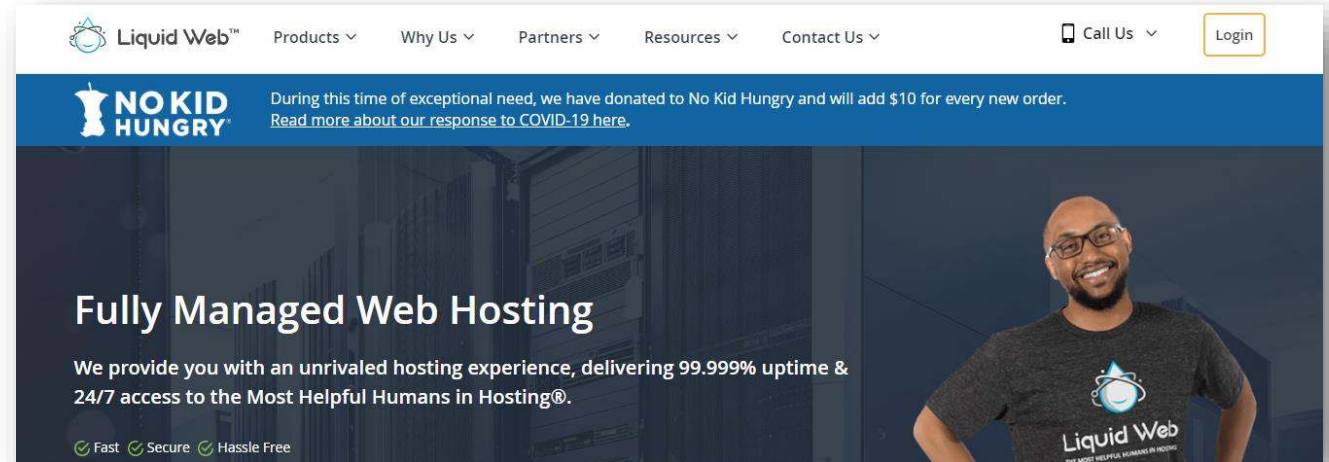
Liquid Web Business Challenges

- Match to complex technical queries with low impression volume
- Inability to apply best practices to grow lead volume
- High CPL of ModBroad campaigns

(un)Common Approach

- Ongoing query analyses to improve targeting
- Customized messaging for common technical hosting needs
- Data-driven bid strategy testing to extend budget efficiency

(un)Common Results

15% Lead Gain

37% Spend Drop

46% CPL Drop

Liquid Web™ Products ∨ Why Us ∨ Partners ∨ Resources ∨ Contact Us ∨   📱 Call Us ∨   Login

NO KID HUNGRY® — During this time of exceptional need, we have donated to No Kid Hungry and will add $10 for every new order. Read more about our response to COVID-19 here.

Fully Managed Web Hosting

We provide you with an unrivaled hosting experience, delivering 99.999% uptime & 24/7 access to the Most Helpful Humans in Hosting®.

✓ Fast ✓ Secure ✓ Hassle Free

Single Impression Leads & CPL YoY

	Q1 2019	Q1 2020
LEADS		
CPL		

420 / $120
400 / $100
380 / $80
360 / $60
/ $40
340 / $20
320 / $0

(un)common logic