

HOMING IN ON CHANNELS

How selecting channels based on audience alignment brought in more leads, higher CVR and lower CPL

CLIENT

- ◇ Texas developer specializing in land for custom home building, plus a development of pre-built homes

CHALLENGE

- ◇ Had managed their own paid search accounts, but found the results weren't worth the time, money, or effort

SOLUTION

- ◇ Rebuilt paid search accounts for maximum effectiveness and efficiency

BING VS. GOOGLE: ONE-YEAR TOTALS

LEAD VOLUME
ONLY
18%
LOWER

CONVERSION RATE
35%
HIGHER

COST PER LEAD
25%
LOWER

Like many companies, our client was using Bing in addition to Google, but concentrating most of their spend on Google. However, because we understood our client's business, customers, and goals, we realized that Bing had a much higher proportion of the company's target market than Google. We shifted our strategic focus to Bing, adjusted spend accordingly, and saw these results in just one year.

- ◇ We didn't just run the same ads in a different channel; we developed customized messaging for Bing users, resulting in a higher conversion rate and lower cost per lead than Google
- ◇ While we focused on Bing, Google's lead volume kept steady. As a result, total lead volume grew by 23% in 2 quarters