

# STRUCTURE SMART FROM THE START

When this SaaS firm restarted their paid search efforts after four years, we gave their account the perfect structure

## CLIENT

- ◇ SaaS firm specializing in HR & learning management systems
- ◇ Complex sales process

## CHALLENGE

- ◇ Initial paid search results were so disappointing that they completely suspended paid search for four years

## SOLUTION

- ◇ Structure account for efficiency, flexibility and quick lead generation from the start

## OUTCOMES

### FIRST 4 MONTHS

**389**  
LEADS

COST PER LEAD  
**17%**  
BELOW LIMIT

### NEXT 3 MONTHS

COST PER LEAD  
**↓35%**

LEAD VOLUME  
**↑33%**

Our account rebuild process, step by step:

- 1. Research:** We built a custom keyword list to capture high-volume traffic from high-value audiences and investigated bids for maximum cost-effectiveness and ROI
- 2. Organize:** We structured the account by client campaigns to get comparable data on campaign performance and to separate brand keywords from new-customer drivers
- 3. Structure:** We divided each campaign into tightly themed ad groups with 5-10 keywords each
- 4. Tracking:** We set up end-to-end tracking from keywords to conversions to revenue
- 5. User Experience:** We developed custom ad copy and dedicated landing pages to create specific, unified searcher experiences