

GRANULAR MANAGEMENT STRATEGY IMPROVED HOSTING COMPANY'S LEADS BY 15% WHILE REDUCING CPL 46% YOY

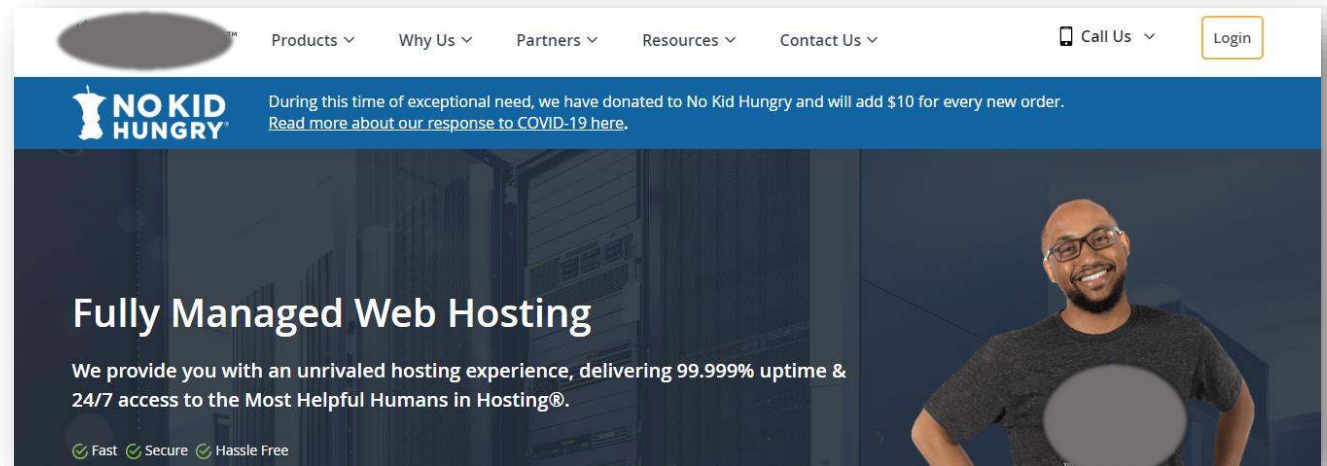
Business Challenges

- 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 to PPC

- 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



Single Impression Leads & CPL YoY

