

INCREASED CONVERSION VOLUME 320% WHILE IMPROVING CPL THROUGH TESTING

Business Challenges

- Increasing conversions while decreasing cost-per-lead
- Spending more efficiently
- Appealing to students, teachers, and job seekers

(un)Common Approach to PPC

- Restructure account to best practices
- Continuous optimization driven by ongoing analyses & testing
- Automated bidding test to deliver higher results at a cost-effective CPL

(un)Common Results



Max Conversion Auto-Bidding Strategy - Performance Analysis

Time Period	Clicks	Impr.	CTR	CPC	Cost	CVR	Conv.	CPL
12/12 -12/26	3,236	286	8.84%	\$ 9.15	\$ 2,618	3.50%	10	\$ 262
12/27 - 1/10	4,920	427	8.68%	\$ 5.01	\$ 2,141	9.84%	42	\$ 51
% Change	52%	49%	-2%	-45%	-18%	181%	320%	-81%

MoM Conversions vs. CPL

