



presents:

Tripling Conversion with Paid Media

a digital marketing case study



The Company



Type

Live Chat Software

Website

www.velaro.com

Case Study Content

Marketing

Paid Media

Pay Per Click Advertising

"I told her you were
**the best
SEO/SEM
team**
I've worked
with over my
20 year career."

Jeff Mason
VP Marketing, Velaro Inc.

Introduction

Velaro has provided over a decade of leadership in the live help industry, including click-to-chat, click-to-call, and co-browsing software.

To improve market share, our teams identified websites with a niche audience matching their ideal customer profile. We then devised a paid media placement campaign targeting these audiences, sent it live, and watched the leads come rolling in.

Targeting The Right Decision-Makers

Positioning our client in front of the right decision-makers was a challenge. Paid media campaigns on AdWords and AdCenter were effective, however, the lead quality from these campaigns varied wildly.

Our teams decided to seek out third party content networks that were closely associated with Velaro's industry.

This headline accomplished two things:

- Find where the decision-makers of eCommerce websites spend their time
- Create content that would be viewed by the decision-makers
- Entice the decision-makers to learn more about Velaro's services
- Funnel the decision-makers towards a free trial of Velaro's software

What We Did

Locating eCommerce Relevant Sites

Our team began researching potential destinations for the targeted media campaign. Using Ad Planner (now Display Planner) and social media monitoring tools, we were able to identify a handful of websites that were frequented by Velaro's ideal customer profile.

We contacted the websites to get additional insight on the estimated cost and process for each type of placement. From there, we were able to get started on budgeting and planning our content.

Sponsoring Content That Attracts Eyeballs

Knowing where we could publish and the cost associated with each channel for the targeted website, our team began formulating a budget and content offerings for each publisher.

Part of the content created for the targeted paid media campaign included custom landing pages for each website and offering. These would not only help us personalize our messaging on each site, but they also assisted with our efforts to track ROI.

Persuading Decision-Makers to Care

Part of the initiative involved creating personalized content for each website and the offering we would be using. Past that, we consulted with the editorial calendars for each website (when possible) and dug into historical trends data.

Based on what discovered, we created whitepaper content that spoke to the decision-maker's concepts of using live chat software to increase conversion rates. Tracking the ROI for the software was a recurring theme as well, and Velaro's strong reporting capabilities made that an easy point of emphasis for the campaign.

Conversion Rate
▲ 401.26%

Cost Per Lead
▼ 47.54%

Paid Media Placements
3

Unique Visitors
19,123

Funneling Buyers Towards A Free Trial

All of the efforts listed above led to one thing: getting eCommerce decision-makers to try Velaro's software. Naturally, the most prominent call-to-action was to sign up for an instant free trial of their live chat software.

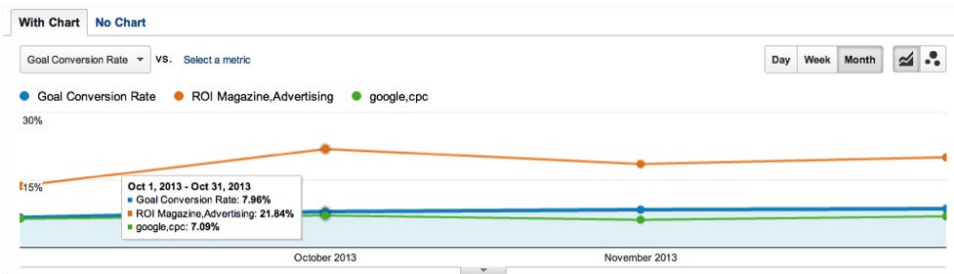
Outside of the free trial offer, we devised other conversion mechanisms to ensure that our net would scoop up other interested parties. We offered informational whitepaper downloads that triggered drip campaigns. We also added a one-time discount for individuals that demonstrated strong interest by clicking through the placements and downloading other content.

Source	Medium	Unique Visitors	Goal Conversion Rate	Goal Completions
Google	CPC	17,150	6.36%	1,259
LinkedIn	CPC	812	6.66%	56
Facebook	CPC	482	10.61%	54
Sponsored Email 1	Advertising	476	24.52%	141
Sponsored Email 2	Advertising	87	12.24%	12
Sponsored Email 3	Advertising	81	27.52%	30

How Things Turned Out

One particular type of paid media placements used during testing period made a tremendous splash. Satisfied, we then selected three websites and launched the full force of the campaign.

Though we only received 0.5% click through rate on the placements, an average of 25% of those clicks turned into leads! That's what we'd call a success.



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