



# Connectria PPC Case Study

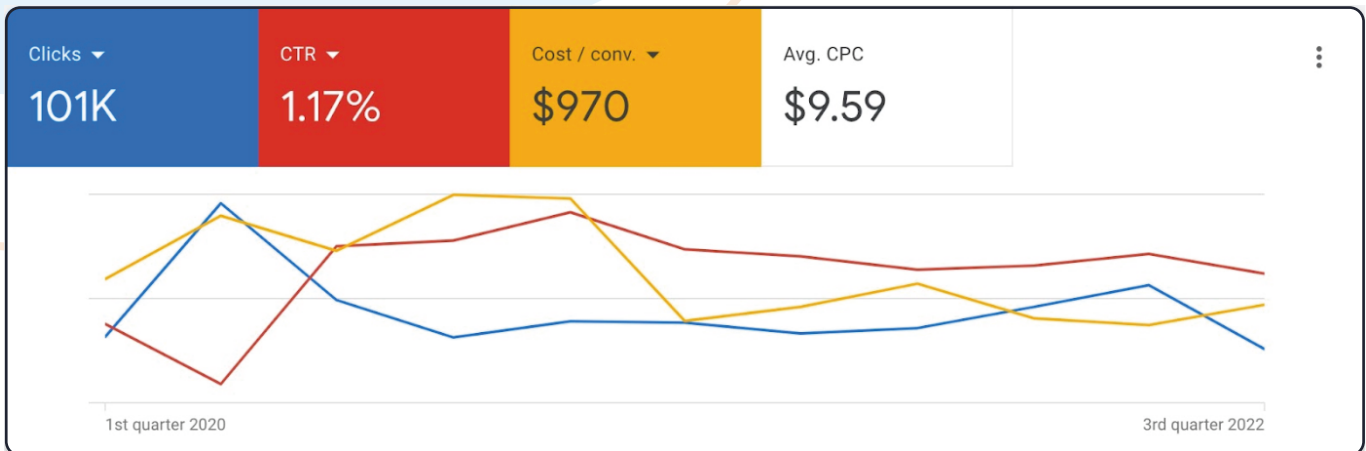
**Problem:** Connectria, an IT hosting and managed service company, had active PPC campaigns running for a year with high amount of impressions, low percentage of clicks, and inaccurate tracking of traffic and leads.

Client was unsure of lead quality coming from ads as the CRM was not setup to track ads correctly and leads were lost due to no visibility of incoming leads.

**Solution:** We proposed a new campaign structure based off of past results from ads and market research. Before implementing new campaigns, we set up analytics to accurately track desired conversions and eliminating inaccuracies in conversion tracking that caused conversions without leads. After uploading the new ad structure, we ensured all UTMs were setup correctly and were tracking on website forms. We also setup a Slack channel to increase the CMO's visibility of incoming leads to drastically decrease the time from submission to first contact. Once all this was set up, we connected their CRM, Salesforce, to Google ads to have lead milestones import back into ads - further optimizing them.



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KPIS	Previous Yearly PPC	Digiboost Yearly PPC	Improvement
Impressions	17,186,114	1,344,217	92 % ↓
Clicks	13,960	71,000	408 % ↑
Avg. CTR	0.19%	2.69%	1,315 % ↑
Conversions	200	451	125 % ↑



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**Results:** The new campaign structure lead to a better keyword focus which lead to more clicks and as a result more conversions. The quality of leads with the Digiboost campaign organization has lead to an increase in closed won's and pipeline.

Beyond an increase in conversions, Connectria had a better brand presence online. They were able to keep their core IBM and iSeries material front and center, while growing their cloud business. The IBM and iSeries had high quality scores and lower cost-per-clicks, with better organization. In addition, the AWS and Azure campaigns didn't take away budget from existing campaigns as they grew.