

# IMPROVING ROI ON INTERNET LEAD GENERATION THROUGH SEM

## BENEFITS

- Generate more leads from the internet at a lower cost per lead.
- Maximize return on pay per click campaigns

## SEARCH ENGINE MARKETING (SEM)

LeadQual provides a turnkey solution to increase the number of leads generated through paid search on Google, Yahoo! and MSN. Based on more than a decade of work in Search Engine Marketing, helping clients across multiple verticals, LeadQual has identified five critical areas that improve the return on pay per click (PPC) campaigns. The five areas are: keyword research & expansion, bidding strategy, ad creative, landing pages and measurement. All five are critical to success, without all five campaigns are not successful.

**Keyword Research & Expansion.** LeadQual employs a combination of search engine tools utilizing geographic designations and adjective modifiers, combined with intuition and concatenation technology to build hundreds of thousands of terms. LeadQual effectively manages the keyword list to bid on the most effective tail terms and maximize the return.

**Bidding Strategy.** Many clients' bidding strategies are driven by their desire to be in the top position. While this bidding strategy *may* drive the most clicks and satisfy a desire to be seen prominently, it is a flawed strategy as it does not maximize return on marketing dollars. LeadQual's approach is to view the bid price as the dependent variable. The desired margin is set as the independent variable. The margin target is then used to calculate the bid price which drives the ad position and volume. This approach maximizes return, not placement or volume. LeadQual uses proprietary technology developed in house and based on Monte Carlo methods to manage this bid process via the proprietary API's built into the search engines.

**Ad Creative.** LeadQual applies elemental analysis to testing creatives. LeadQual tests 3-4 different ad creatives simultaneously and then tests new ad creatives against the winner once a good base-line has been set. Testing includes evaluating different versions of the header, description line one, description line two and the display URL. All of these have an impact on the resulting click-through rates. However, LeadQual's analysis does not stop where many firms do - evaluating only click-through rates. LeadQual's analysis looks at the more direct impact ad creatives have on click-to-lead rates. It is the click-to-lead rates that ultimately drive revenue.

**Landing Pages.** LeadQual makes recommendations on improvements to landing pages. Particular attention is paid to ensure the call to action is clear, prominent and above the fold. In addition, keywords in the landing pages are



"Since we started with LeadQual, we've had the highest booking rate of all the hotels in our area. We've seen unique visitors to our reservation page increase more than 30% resulting in a 25% increase in revenue."

Sun Bee  
Director, Online Distribution & Marketing  
Outrigger Enterprises Group



"Despite the extremely challenging real estate market, LeadQual has successfully delivered our target qualified lead requirements in each Canadian Market Area while reducing the cost per lead by 22% in a 6 month period! Very impressive."

Carolyn Cheng  
Vice President  
Royal LePage



## GENERATE

leads through SEO, SEM  
and affiliate marketing



## RESPOND

to 100% of your internet  
leads within 3 minutes



## QUALIFY

each lead based on  
your sales criteria



## LIVE TRANSFER

interested and qualified  
leads to your sales team



## REPORT & TRACK

which sources provide  
the best leads

reviewed to be ensure consistency with the ad copy. This helps improve the quality score.

**Measurement.** LeadQual firmly believes in robust testing and letting the data make the ultimate decisions on the best keywords, creative, landing pages and bidding strategy. In order to accomplish this, LeadQual helps implement robust tracking and provides ongoing reporting of cost and lead count by search engine.

**The LeadQual difference.** While many agencies help clients with some or perhaps all of these areas, LeadQual is unique in a few ways. LeadQual's approach is open and collaborative. It combines the science of analytics and the art of paid search promotion with continuous testing to obtain an optimal campaign. There are regular client meetings where the test methodologies and results are shared openly and candidly. LeadQual has developed proprietary tools to expand and optimize clients' accounts and assist in robust tracking and reporting. LeadQual's recommendations are based upon rigorous testing – utilizing cohorts, regressions, covariance, and other statistical analysis.

## SUMMARY

Increase the number of qualified internet leads at lower cost per lead

Manage campaigns to maximize return, not clicks

Work with a partner in an open and collaborative approach, no black box

## ABOUT LEADQUAL

LeadQual's leadership team has spent more than 10 years helping companies generate Internet leads and convert more leads into transactions. Founded in 2006, the company has offices in Emeryville, California and in Norwalk, Connecticut. LeadQual can be found on the internet at [www.LeadQual.com](http://www.LeadQual.com).

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## CASE STUDY: BISCOM



Biscom was founded in 1986 and pioneered the fax server marketplace, providing many of the world's largest organizations with its award-winning FAXCOM fax servers. In addition to enterprise fax server products, Biscom also offers hosted fax services, secure file transfer and messaging solutions, file conversion software, and document workflow and automation tools.

### CHALLENGE

Biscom approached LeadQual in late 2006 to take over the management of their PPC campaigns. LeadQual immediately showed significant improvement in conversion volume while lowering the costs per lead across the board. In April 2008, despite strong trends and an improving ROI, Biscom decided to bring their online marketing efforts in-house. Then in January 2009, Biscom once again asked LeadQual to take over the management of the PPC campaigns.

### RESULTS

After taking over the management of the Biscom SEM Campaigns, LeadQual was able to immediately optimize their account by doing the following.

- Expand and improve their keyword list
- Optimize bidding strategies to focus on ROI
- Utilize historical data and new ad copies to optimize the ad messaging for conversions
- Work with Biscom to improve the user experience on their landing pages.

Q1 2008 and Q1 2009 (LeadQual) Comparison:

- 32% Increase in Conversions
- 34% Decrease in Cost-Per-Lead (CPL)

