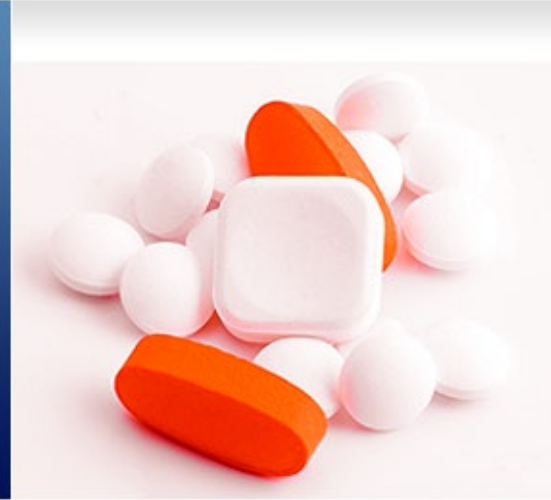


Using Google Analytics canadapharmacyonline.com Increases Adwords Conversions by 38% and Reduces Cost per Conversion By 20.5%

Client: www.canadapharmacyonline.com



Google Analytics Case Study



Canada Pharmacy Online

Client Overview

Established in 2006, www.canadapharmacyonline.com serves the growing needs of U.S. consumers for quality pharmaceutical products, including high quality prescription and non-prescription drugs. It operates in the health vertical and has grown quickly in terms of establishing a strong customer base and generating significant revenues. Search engines (Google, Yahoo! and Bing) are the primary marketing channel through which Canada Pharmacy Online generates new business. Pitstop Media manages the PPC campaigns of www.canadapharmacyonline.com and is responsible for new customer acquisition and sales.

Read the Case Study



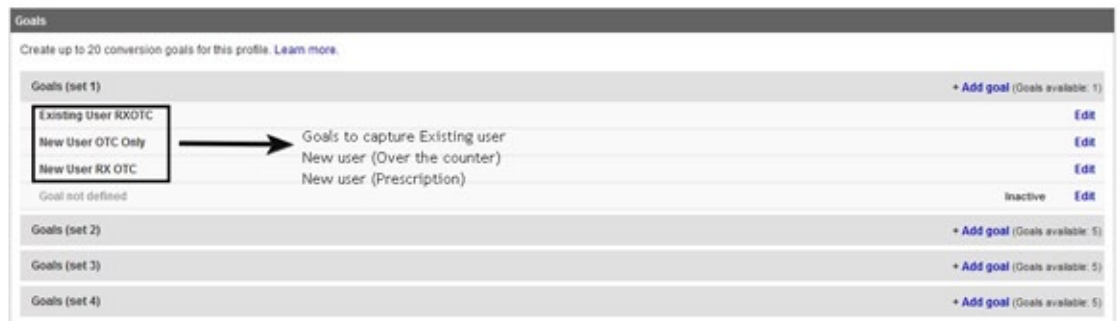
Technical Ability

Pitstop Media helped improve the PPC campaigns by better understanding the client's visitors with the help of Google Analytics. The primary objective was to improve the performance of www.canadapharmacyonline.com PPC campaigns. Following are several strategies carried out by Pitstop Media to optimize the client's PPC campaigns:

Our Credentials

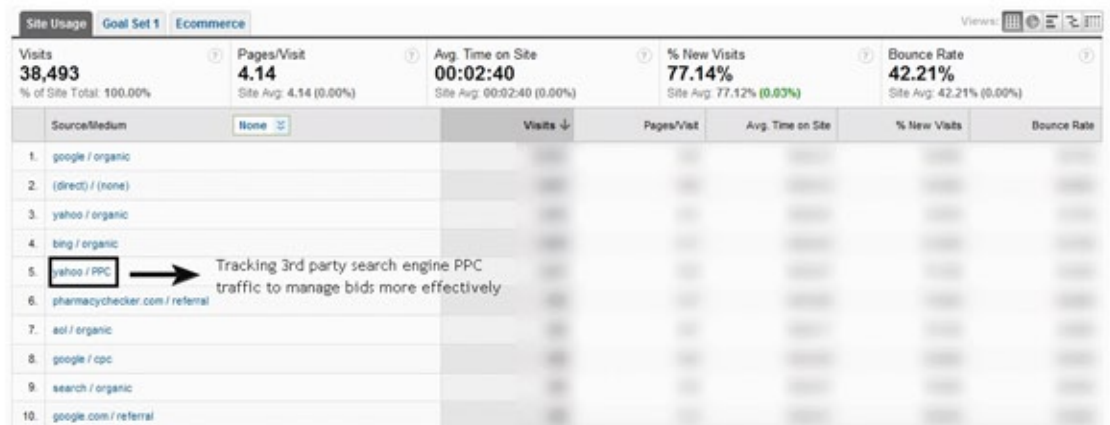


- Activated auto-tagging in AdWords and linked the account with Google Analytics to import AdWords data.
- Set up custom filters to capture actual search queries that triggered broad and phrase match keywords in AdWords campaigns.
- Set up multiple goals and segregate customers into new and existing and products into Rx and OTC
- Measure what type of products each customer segment were purchasing, (prescription or over the counter products).



Goals (set 1)	+ Add goal (Goals available: 1)
Existing User RXOTC	+
New User OTC Only	+
New User RX OTC	+
Goal not defined	Inactive + Add goal
Goals (set 2)	+ Add goal (Goals available: 5)
Goals (set 3)	+ Add goal (Goals available: 5)
Goals (set 4)	+ Add goal (Goals available: 5)

- Set up e-commerce tracking to capture actual transactions and revenue data.
- Tagged Yahoo! Advertising campaigns to capture the PPC campaign keyword data separately from Yahoo! organic data.



Source/Medium	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1. google / organic					
2. (direct) / (none)					
3. yahoo / organic					
4. bing / organic					
5. yahoo / PPC					
6. pharmacychecker.com / referral					
7. aol / organic					
8. google / cpc					
9. search / organic					
10. google.com / referral					

- Set-up a custom filter that captured the actual search query that triggered a broad or phrase match keyword and matched it with the e-commerce transaction data.

Our Credentials



1,404 transactions generated \$203,217.79
Filtered for transactions containing "cpc"

Actual search queries are associated with transactions allowing us to identify new keywords and manage bids effectively

Ecommerce Usage					
Revenue	Tax	Shipping	Quantity		
\$203,217.79 % of Site Total: 19.10%	\$0.00 % of Site Total: 0.00%	\$14,210.00 % of Site Total: 18.84%	1,679 % of Site Total: 19.08%		
Transaction	Revenue ↓	Tax	Shipping	Quantity	
1. CPO 0100103381 google - cpc (canadapharmacyonline.com)					
2. CPO 010009783 google - cpc (canada pharmacy online)					
3. CPO 0100101898 google - cpc (canada pharmacy)					
4. CPO 0100106517 google - cpc (canada pharmacy online)					
5. CPO 0100112555 google - cpc (canada pharmacy online)					
6. CPO 0100114797 google - cpc (canada pharmacy online)					
7. CPO 0100108136 google - cpc (Lamotrigine)					
8. CPO 0100100021 google - cpc (canadian pharmacy)					
9. CPO 0100107381 google - cpc (canadapharmacyonline.com)					
10. CPO 0100114255 google - cpc (botx cost)					

Analytical Skills

To improve the PPC account performance Pitstop Media used:

- Time on site, page views and bounce rate metrics to better measure keywords that had high costs and no conversions. By using these metrics, Pitstop Media was able to identify and bid more efficiently on non-converting keywords which had high costs and generated qualified visitor traffic.
- Custom filters to identify the actual search queries (head and long tail keywords) that triggered the broad and the phrase match keywords, that www.canadapharmacyonline.com should be advertising for, but was not.
- Negative keywords to prevent www.canadapharmacyonline.com ads from showing up for unrelated/unwanted keywords.
- Geographic performance reports to identify good and poor performing regions and use the information to create separate campaigns to target specific geographic regions.
- Goal conversion data to identify if new customers were more often purchasing prescription or over the counter products. It used the data to provide recommendations as to whether www.canadapharmacyonline.com should focus more on prescription or over the counter products.
- The Ad Versions report within Traffic Sources section of Google Analytics to identify better performing ad titles across the entire PPC account. The findings were used to replace some of the poor performing ads, as well as to create new ads.

Our Credentials



Business Insight

Pitstop Media added new long tail and head keywords and also negative keywords to the account. Within 3 months of using Google Analytics, Pitstop Media increased the number of conversions by 37.9% and reduced the cost per conversion by 20.5%, significantly increasing sales and reducing costs, thus positively impacting the bottom line of Canada Pharmacy Online. Below is a screen shot from Google Adwords contrasting the 3 months before and the 3 months after using our Google Analytics.

Campaign Performance ?

All Online Campaigns ▾ [Summary »](#)

Compare Date Ranges: ▾ ■ Oct 1, 2008 – Dec 31, 2008
■ Jan 1, 2009 – Mar 31, 2009 [Apply ranges](#)



[Compare to another metric](#)

	■ Jan 1, 2009 – Mar 31, 2009	■ Oct 1, 2008 – Dec 31, 2008	Difference
Clicks	1,100	890	+ 24.4%
Impressions	3,400,000	2,600,000	+ 31.4%
CTR	0.032	0.034	- 4.8%
Avg. CPC	\$0.15	\$0.18	- 12.4%
Avg. CPM	\$11.5	\$13.8	- 16.5%
Total Cost	\$51.75	\$55.62	+ 9.7%
Conversion Rate	0.00091	0.00083	+ 10.9%
Cost per Conversion	\$56.87	\$66.77	- 20.5%
Total Conversions	309	224	+ 38.0%

The www.canadapharmacyonline.com management team was extremely satisfied with the optimization results and was convinced of the value of using Google Analytics. Pitstop Media has been contracted to provide analytics services for other web properties owned by Canada Pharmacy Online.