

# 170% Increase In Google Adwords Conversions

Client: [www.horizondatasys.com](http://www.horizondatasys.com)



PPC Campaign Optimization and Landing Page Design Case study



HorizonDataSys

## Overview

Horizon DataSys offers desktop security and recovery management software solutions targeting businesses and individuals globally.

## Challenge

Horizon DataSys was offering a downloadable 30-day free trial version of its disaster recovery software called RollBack Rx, and used AdWords to drive visitor traffic to its website. Though Horizon DataSys was successful in driving traffic to the website, it had a very poor conversion rate with a minimal number of downloads.

Horizon DataSys wanted to optimize the PPC campaigns to increase the number of downloads and to reduce the cost per conversion.

[Read the Case Study](#)



## Solution

We audited the PPC campaigns and the landing page and identified major issues, including:

### Our Credentials



- Broad match keywords brought in too much unwanted traffic
- Keywords had very low Quality Score
- High cost per conversion
- Poor click through rate
- Campaign budgets were set too low
- Very few negative keywords
- AdWords conversion tracking was not set properly
- The landing page didn't focus on the needs of the users of the software
- The landing page was designed for B2B customers while the actual product was targeted towards B2C customers
- Landing page did not clearly indicate the "free trial" offer
- Call to action buttons were poorly designed

After the audit, we redesigned the landing page in the first phase. The value proposition, call to action and needs of B2C target market were the main focus of the landing page redesign. This included incorporation of a huge download button with bright color to quickly capture visitors' attention to the "free trial" offer.

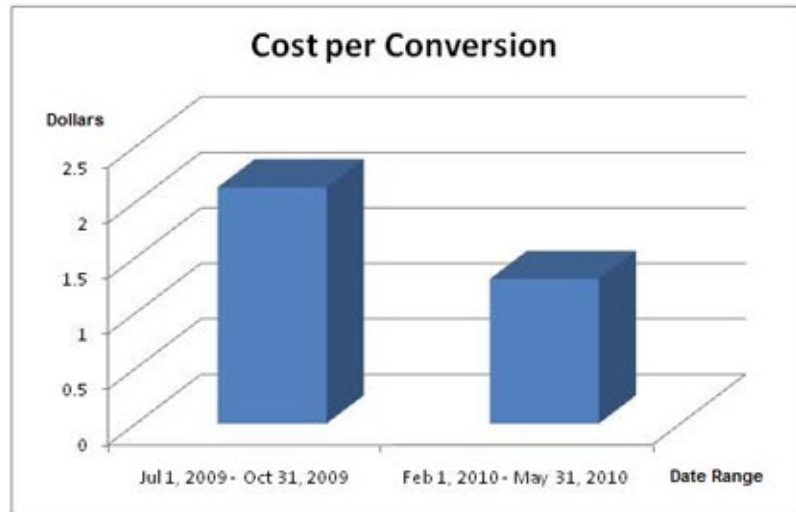
In the second phase, we optimized Horizon DataSys' Pay Per Click campaigns. We expanded the existing keyword list using web analytics data and third party tools, while pausing underperforming and irrelevant keywords. We also added a list of negative keywords to filter out unwanted traffic. Keywords were broken down into smaller ad groups. Targeted ad copies relevant to each ad group were created.

A new campaign budget was suggested to Horizon DataSys to capture more visitor traffic.

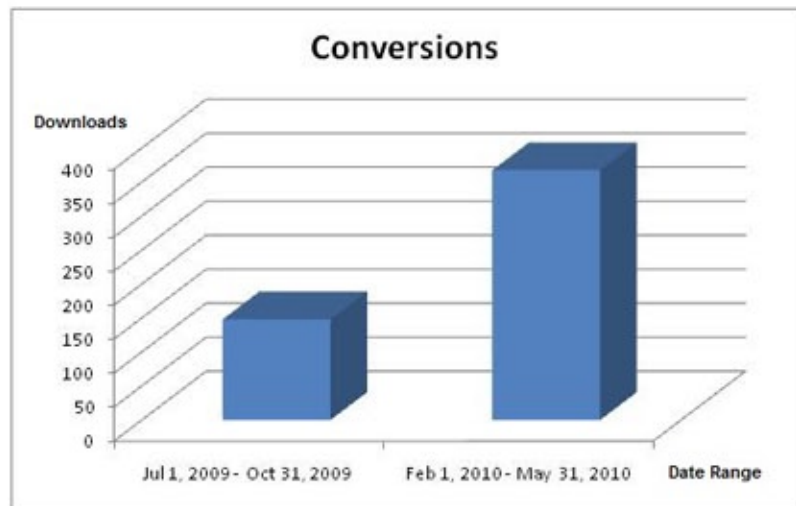
## Results

The performance data was obtained by comparing performance of the campaigns 4 months before and after the optimization of PPC campaigns and redesign of the landing page. Note that the conversion data from before the optimization process was overly inflated due to inaccurate placement of the conversion code. Despite the disadvantage, Pitstop Media increased the number of conversions significantly.

## Our Credentials



The numbers provided in the graph are scaled down version of the actual numbers.



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The percentage increase of the total number of conversions (downloads) was 170% while the percentage decrease of the cost per conversion was 33%. The landing page redesign and PPC campaign optimization helped Horizon Datasys achieve its marketing objectives. Horizon Datasys is very satisfied with the results and is continuing to avail the services of Pitstop Media to promote all its products through Search engine marketing.

## Client Testimonial

"Thank you for your AdWord management services. I think that your organization is well focused on its Google AdWords management, which makes Pitstop Media a great choice for any business like ours that requires detailed, highly specialized day-to-day AdWords management. Keep up the great work."

Lyle P. - President and CEO - Horizon DataSys