

195% Increase in AdWords CTR

Client: www.foodconnect.com



Pay Per Click Optimization Case Study



Food Connect

Overview

Food Connect is an online community for food lovers. Registered members can share recipe ideas with and recommend restaurants with to fellow foodies. Unregistered visitors can browse the database of recipes posted by other registered members and the foodconnect.com team.

Their objectives in having a Pay Per Click campaign are to:

1. Have as many people register and become members as possible within a limited monthly budget.
2. Create media exposure.

Challenge

Food Connect had initially tried Pay Per Click advertising on their own, but had very limited success. The campaign had a very low click through rate, low Quality Score, high cost per click, and lacked any form of conversion tracking.

They asked Pitstop Media to optimize their Pay Per Click campaign with the goals of reducing overall cost and, increasing click through rate and conversion rates within a limited monthly budget.

[Read the Case Study](#)



Our Credentials

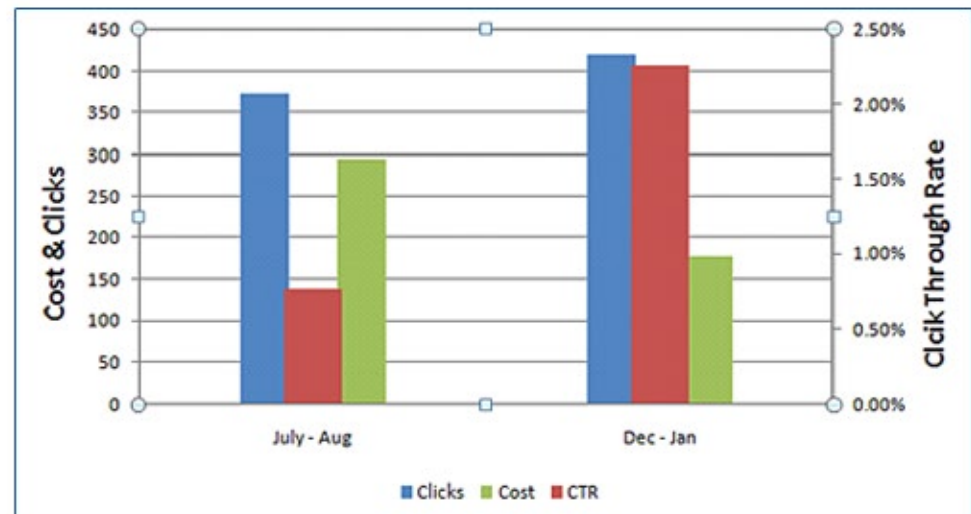


Solution

Pitstop Media worked with Food Connect to identify the objectives of the PPC campaigns. Based on the objectives, Pitstop Media defined the Key Performance Indicators to measure the success of the PPC campaigns. Once Pitstop Media started managing the account, we:

- Enabled conversion tracking to track the number of newly registered member that came from PPC.
- Conducted keyword research to expand the existing keyword list
- Identified and excluded negative keywords to stop ads from showing for unwanted search queries and delete existing keywords that were bringing in unwanted traffic.
- Restructured the campaigns with tightly related keywords in each ad group
- Re-wrote all ad copy to improve relevance between keywords and ads within the respective ad groups.
- Provided recommendations to improve the landing page relevance to advertised keywords.
- Set-up Google Analytics to track visitor behaviour and defined goals.
- Used Analytics data to provide recommendations to improve the advertising campaign and website usability (sign-up process in particular).
- Updated ad copy and ran A/B testing

Results



The numbers of cost and clicks provided in the chart are a scaled version of the actual numbers.

As the chart shows, the number of impressions dropped significantly due to the decrease in unwanted traffic, while both clicks and click through rate increased by a tremendous amount (195% increase in CTR). The total cost dropped by almost 40%. Since they previously didn't have conversion tracking enabled, there was no data to compare with for the increase in conversions (in this case, people who signed up as new members.) But from our conversations with Food Connect, we learned there was an increase in the total number of new member registrations. Food Connect was very happy with our work.