



## Case Study:

### How FLIR Systems Increased Pay-Per-Click (PPC) Leads by 40%

FLIR Systems is an Oregon-based, publicly-traded company with 1,900 employees that designs, manufactures, and markets thermal-imaging and infrared-camera systems. The firm purchased a new URL of [www.goinfrared.com](http://www.goinfrared.com) for their new web site, created a search-engine marketing (SEM) campaign to target specific keywords and phrases, and tailored content and landing pages to convert incoming traffic into potential clients.

However, the results were initially poor. Few customers saw the advertisements, fewer responded to the call to action, and the pay-per-click (PPC) costs were higher than desired. In short, the cost to acquire a customer was still too high.

FLIR interviewed multiple search-engine marketing (SEO) firms before deciding to have Wakefly manage its online-marketing campaign for the United States, Canada, and Latin America. "The company's search-engine marketing specialists really impressed us," FLIR Marcom Specialist Kyle Reeves said. "Many firms claimed knowledge of Google, Yahoo!, and other search engines. At the end of the day, anyone can set up a campaign and target keywords -- but Wakefly went a step further. They helped us out from SEO and search-engine marketing standpoints. They also used their unique combination of marketing and technology knowledge to drive traffic to the site, which increased lead-generating registrations."



For assistance with your SEM and SEO campaigns contact us @  
Wakefly, Inc., 33 Lyman Street, Suite 310, Westborough, MA 01581  
or call - **1.508.616.2042**



## How Wakefly Helped FLIR

Wakefly's search-engine marketing team met with FLIR representatives to determine the proper targets and goals to increase traffic, and search-engine rankings for targeted keywords and key phrases. Wakefly then analyzed [www.goinfrared.com](http://www.goinfrared.com) and its associated campaigns.

To reach FLIR's needed results, Wakefly also analyzed FLIR-supplied keywords and key phrases to measure their historical success against other potential targets and anticipated results. This process ensured that the best-possible keyword targets would drive the most-relevant traffic for the lowest cost.

FLIR originally had all keywords in a single group with three rotating advertisements as well as two distinct terms that were viewed as common keywords used in search engines to find the company's products. However, Wakefly determined that different tactics would improve the results. The company:

- Broke each search term into two separate campaigns
- Created two to four ads specifically written for each term
- Produced a negative-keyword list to prevent clicks that were not relevant to the company's products and thereby reduced the number of "wasted" clicks
- Directed advertisements to landing pages specifically designed for the campaign that included specific keywords and calls-to-action similar to those of the advertisements
- Created a process through which the company could track conversions more easily and accurately
- Added geo-targeting so that FLIR's website did not compete with other divisions or countries



For assistance with your SEM and SEO campaigns contact us @  
Wakefly, Inc., 33 Lyman Street, Suite 310, Westborough, MA 01581  
or call - **1.508.616.2042**


	<b>Before Wakefly</b>	<b>After Wakefly</b>	<b>Change</b>
Average Ad Placement	3.6	2.7	25% Better Placement
Cost Per Click	\$2.43	\$1.74	28% Less Expensive
Average Monthly Clicks	3292	4597	40% More
Campaign Cost	\$8,000	\$8,000	NONE

## The Results

Wakefly rewrote specific internal page and landing page content to target agreed-upon keywords and optimized search campaigns to reach specific customer industries that would want FLIR's products. Within FLIR's mandated short period of time, Wakefly produced the results above.

In short, FLIR saw an increase of 1,300 clicks per month for \$0.69 less per click with the same overall cost for the campaign. The level of overall traffic increased, and the incoming traffic comprised a greater amount of visitors who would be interested in FLIR's products and services.

While the overall number of visitors to the site increased, the most-important result was that the number of sales leads increased by 40%, and the pay-per-click cost to generate the leads was reduced by more than 25%. "The results floored us," Reeves said. "We set very aggressive deadlines to reach year-end goals, and Wakefly really stepped up. They professionally managed our search engine marketing and optimization campaigns and delivered more leads at less of a cost per lead."

"Wakefly went a step further. They helped us out from SEO and search-engine marketing standpoints. They also used their unique combination of marketing and technology knowledge to drive traffic to the site, which increased lead-generating registrations." -  *Marcom Specialist*



For assistance with your SEM and SEO campaigns contact us @ Wakefly, Inc., 33 Lyman Street, Suite 310, Westborough, MA 01581 or call - **1.508.616.2042**