

APB

APB is a global speaker, celebrity and entertainment agency that has been providing quality keynote speakers for numerous types of events for over fifty years. APB has the largest speaker roster in the industry. It is full of entertainers, politicians, business leaders, renowned intellectuals and more. They work hand in hand with you to develop the most unforgettable events possible.

Wakefly Helps APB Achieve a 350% Increase in Conversions

BACKGROUND

Wakefly and APB had just worked together on a website redesign. APB was impressed and wanted to see what Wakefly could do on the digital marketing side. They had been passively running their AdWords account over the last few years by throwing various interns at the job. The result was an account that lacked structure and campaigns that were pulling in various directions.

APB came to Wakefly for a short term engagement to get their AdWords account back up to best practices. The positive results Wakefly was able to show with our work caused APB to come back for a longer term deal.

THE SOLUTION

➤ Step 1: PPC Audit

Whenever Wakefly takes over an existing PPC account the first thing we do is conduct an extensive PPC audit. During this analysis we look deeply into the following items:

- Account structure
- Keywords
- Ad Copy
- Ad extensions
- Conversion tracking

This audit gives us a baseline of all the changes we need to make to the account in order to give it the best chance for success.

YEAR-OVER-YEAR COMPARISON

Total Clicks Increased by 80%	Click Through Rate Improved by 73%	Average CPC Decreased by 34%
Conversions Increased by 350%	Cost Per Conversion Decreased by 73%	Conversion Rate Improved by 150%

➤ Step 2: Conversion Tracking Setup:

The most important aspect to success for any AdWords account is proper conversion tracking setup. This should be the first thing fixed or implemented on any account. In APB's case we removed old conversion actions that were no longer valid due to their recent website redesign and then replaced them with new conversion actions that captured the leads that were actually worth optimizing for. The new conversion actions were setup in Google Analytics and then imported to AdWords.

➤ Step 3: Account Restructure

Armed with the information from our extensive PPC audit Wakefly went in and started our complete overhaul of the campaign.

- First, we created a new branded campaign. When we took over the account all of the branded and non-branded keywords were mixed together in various campaigns and ad group. So, we separated all the branded terms into their own campaign. This allows you to have much more control over your paid branded traffic, making it easier to use a brand-specific negative strategy and to test specific branded ad copy.

- Next we took the non-branded keywords, removed duplicates, kept the ones with promising data and discarded the rest. We conducted keyword research to add some additional options to the keyword pool. We then grouped those keywords in a way that made sense in terms of the structure of the website to create several new campaigns. Within the new campaigns we used the Alpha Beta method for ad groups. The Alpha Beta structure allows you to use broad match modifiers to mine for new longer tailed keywords while simultaneously being able to optimize for your best performing exact match keywords.
- We implemented an extensive negative keyword strategy. Negative keywords are the best way to prevent unnecessary spend on search queries that make no sense for your business. They are also a vital part of any Alpha Beta strategy. When Wakefly took over APB's account there were very few negatives in place and that resulted in quite a bit of wasted budget.
- After the new campaign, ad group, and keyword structure was in place we revamped the ad copy. Using basic best practices goes a long way in this case. We made sure there were at least 3 pieces of copy to every ad group, and that we used as many of the available characters as possible. It's important that the keywords from each of your ad groups find a way into the corresponding copy.
- The final part of the account restructure is to make sure that all possible ad extensions are in place. You want to take up as much of the SERP as possible and ad extensions are a great way to do this. In APB's case we adjusted the sitelinks from the old format to expanded format in order to capitalize on the additional characters. We also added callouts and call extensions because they weren't being utilized at all.

RESULTS

The extensive changes we made to the structure of the account had very positive results!

When looking at the data from the point that Wakefly took over management and comparing it YOY we saw the following:

- 80% increase in total Clicks
- 73% improvement in CTR
- 34% decrease in the Avg. CPC
- 350% increase in Conversions
- 73% decrease in the Avg. Cost per Conversion
- 150% improvement in Conversion Rate

