



PAID AD MANAGEMENT
ADROIT CASE STUDY
HR SAAS

THE CLIENT



Our client (who we'll call "ClientHR") provides a full suite of HR Software as a Service. Its target audience is primarily HR professionals at any size of company.

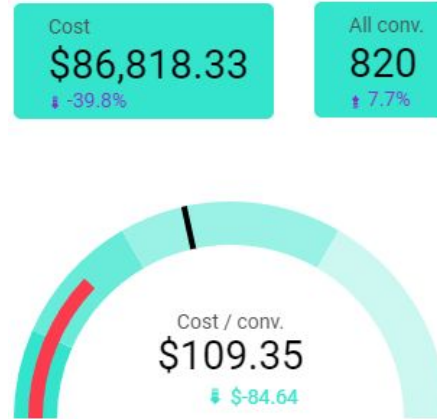
ClientHR relies on Adroit for help with Google Ads, content strategy & creation, technical website auditing, Conversion Rate Optimization (CRO), Search Engine Optimization (SEO), and marketing data attribution.

THE CLIENT



RESULTS AT A GLANCE

6 Month Comparison



Target Cost/Conv.:

\$150

Target Leads/Mo.:

120

Target Ad Spend:

\$18,000/mo.

Actual Cost/Conv.:

\$109

Actual Leads/Mo.:

137

Actual Ad Spend:

\$14,469/mo.

“What sold us [on Adroit] was the **attention to detail** and **commitment to our team** as we launched a new brand. Adroit truly feels like an extension of our marketing team. Darren and Todd helped us launch an entirely new brand to an entirely new audience, from initial strategy to execution on both PPC and SEO efforts.

Adroit has helped us improve both lead quantity and lead quality. In the past year we nearly **doubled the number of Google Ad leads** coming in per month while **staying under our set CPL** number. Conversion to opportunity and win have also jumped in that time, helping us hit an overall goal of **35% lead to opp and 12% lead to win**.

Beyond the great work we've done with PPC/Google Ads, we've worked with Adroit to build unique SEO strategies for all three of our websites, each with their own challenges and goals. With Adroits help, we've **improved site traffic** and **conversions** and **weathered Google algorithm updates**.

Adroit acts an extension of your team. Helping set strategy and goals and executing on that strategy with you.”

Daniel Saunders,
Director of Growth & Performance Marketing
ClientHR

CLIENT TESTIMONIAL



THE PROBLEM & PREVIOUS EFFORTS



THE PROBLEM

ClientHR came to Adroit because they were having significant troubles with acquiring qualified leads while maintaining a desirable Cost Per Lead (CPL).



ClientHR had been working with another PPC Agency, and while they had seen a large quantity of leads, a very large majority of those leads were employees of their existing clients, rather than HR leadership and decision-makers.

These low-quality leads were overloading the sales team with dead ends, and wasting their limited resources.

PREVIOUS EFFORTS



EXISTING COMPLICATIONS



- Overuse of broad match keywords led to an influx of unqualified leads.
- Phrase match negative keywords had been used to counteract the broad match keywords, resulting in disqualifying many highly relevant keywords (e.g. “soft”, disqualifying “software” which was highly-relevant).
- Poor campaign structure & corresponding landing pages created very poor ad quality scores.
- Previous PPC managers demonstrated a poor grasp of Google Ads fundamentals, including manual bidding strategies.

ClientHR's previous agency presumably had policies in place requiring their PPC managers to spend a specified amount of time in an account each day making changes, such as adding negative keywords or manually adjusting bidding.

While not fundamentally problematic, their under-trained and inexperienced managers layered mistake upon mistake, creating a campaign in which irrelevant keywords were far more likely to receive clicks than relevant keywords.

ANALYSIS



THE SOLUTION



CAMPAIGNS

The campaign topics were fine, but the ad groups and keywords within each campaign were disorganized and ultimately resulted in conversion losses.

AD GROUPS

The ad groups were structured too broadly, which caused ad relevance to plummet. There were only a couple of ad groups per campaign with 50+ keywords in each ad group. The sheer number of keywords resulted in below average ad relevance, landing page experience, and low quality scores.

KEYWORDS

The keywords in each ad group overlapped with one another. The use of broad and overlapping keywords caused the ad relevance to drop and ultimately hurt the quality score and performance of the ads.

We performed an in depth audit to determine how to re-group keywords and which keywords were needed.

CAMPAIGN RESTRUCTURING



AD QUALITY SCORE & RELEVANCE



AD COPY

The use of so many and overlapping keywords made it impossible to keep ads performing optimally. After conducting the keyword audit, we were able to pinpoint what messaging and keywords would help improve the ad and quality score.

Due to the number of keywords within each ad group, the ad copy and landing pages could not include all the keywords. The lack of focus and consistent messaging hurt the click-through and conversion rate.

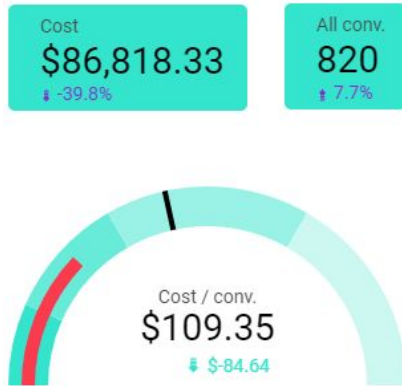
LANDING PAGES

After we determined which keywords to bid on and how to group them, we were able to determine what landing pages to create. We created a landing page for each ad group with specific copy related to the theme of the ad group with the most important keywords in the landing page copy.

RESULTS



RESULTS OVERVIEW



- Reduced Cost/Conversion from \$193.99 to \$109.35 per lead (a 43.7% decrease).
- Increased Total Conversions by 7.7%
- Reduced Total Ad Spend (due to client's budget realignment) by 39.8%.
- Significantly improved the overall lead quality.

“Conversion to opportunity and win have also jumped in that time, helping us hit an overall goal of **35% lead to opp** and **12% lead to win.**”

-ClientHR

We restructured ClientHR's campaigns, identified high intent keywords, and created relevant ads and landing pages resulting in a more seamless user experience that produced more conversions at a lower cost.

The successful results of the initial campaigns have allowed us to expand and create new campaigns to identify new opportunities.

Using expert-level growth marketing strategists and implementing intuitive structuring, Adroit was able to help ClientHR exceed all of their goals for paid advertising.

CONCLUSION





ADROIT