

Avangate Case Study

Success Stories

Client: Smart Projects



Software: data recovery software

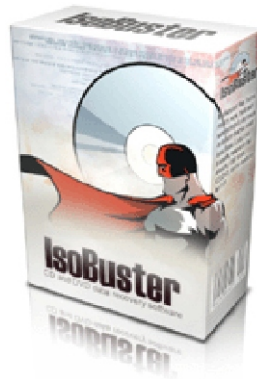
Website: www.smart-projects.net

Smart Projects - Successful Software Producer

Smart Projects is a software development company, specialized in optical disc recovery tools that rescue valuable data from damaged CDs/DVDs/BDs.

The Project

Smart Projects already had an AdWords campaign handled in house which resulted in high expenses per conversion and an unsatisfying ROI. The main objective was to increase smart-projects.net's ROI (Return on Investment) for the PPC AdWords Service by decreasing costs per clicks and improving sales by driving more traffic and downloads from Google.



The Plan

After evaluating the results of the in house campaigns, we decided that the best strategy was to develop a campaign with better focused terms.

Avangate optimized the keyword selection

Objective: Find the best keyword selection that will assure better conversion rates at lower prices.

Initially, Smart Projects started their PPC campaigns with **269 keywords and combination of keywords** from "cd recovery" and "dvd recovery". Not taking full advantage of "broad match" or "exact match" keyword combinations options was costing Smart Projects the clicks that didn't convert.

Our first mission was to identify and eliminate (or optimize) all the keywords that didn't produce conversions or that had the conversion cost too big.

Using keyword research tools like Wordtracker or Trellian, we went on a quest to identify keywords that better fit Smart Projects. After eliminating around 100 keywords combinations and adding 68 new keywords together with 51 matches options (broad or exact) for the existing keywords, we ended up with a list of **295 keyword combinations**.

However, this was just the first phase of the optimization. Using Google Analytics data and researching different keywords variants, we discovered that some keyword combinations were still producing clicks but no conversions.

Pay Per Click Key Issues

There were three main methods in which we managed to increase the ROI of Smart Projects' website:

- Keyword selection
- Ads copyright optimization
- Ad Groups management
- Geolocation
- Testing and more testing

The challenge

Smart Projects was interested in reducing the costs of its PPC campaign, maximizing the benefits. They decided to let Avangate handle this.

Delivering a positive return on their investment (ROI) was a prerequisite for better sales.

Client feedback

"When we started our partnership with Avangate, I had a good idea about what a good Adwords campaign can do to our business, but we simply didn't have the resources and in depth knowledge to achieve that. Avangate's web marketing team got to work on that. Their expertise and dedication meant that we could forget about Adwords and focus on other business issues.

When we checked the results later on, we noticed that the cost per conversion had decreased with more than 50% over the last 6 months.

Avangate has become an important partner to us and we intend to continue this relationship into the future!"

Peter Van Hove
CEO
Smart Projects

Our next step was to come up with a list of negative keywords to limit this specific behavior as much as possible. This resulted in a list of around 100 negative keywords that cut the cost per conversion by half of what it used to be before starting the optimization.

We optimized the Ads and Ad Groups management

Objective: Come up with personalized ads for different narrow groups of keywords.

The next step was to come up with different ads to test on narrow keyword groups. We organized them in more than **15 different Ad Groups**.

The repetition of the search word in the title and, where possible, in the text of the ad had a positive impact over the person initiating the search, convincing that the link he is about to enter is the one he is looking for. Furthermore the AdWords will make the matching keywords bold, making them easier to spot.

That's why we matched the keywords the users were looking for with the ad titles as much as possible, just as shown in the image:

{Keyword: Repair bad CD or DVD}
 Repair a CD or DVD, Rescue data
 Let IsoBuster find your files now !
www.IsoBuster.com

We used up to 5 variations of ads per Ad Group and tested which works best.

We optimized the delivery for different countries

Objective: Create campaigns for different segments of public according to their country of origin.

Smart Projects is a Belgian company, but its product is designed for worldwide audiences. The website itself has 6 different language versions. Creating ad groups and selecting keywords for each language assured that all the users understood the ads and the landing pages they were directed to.

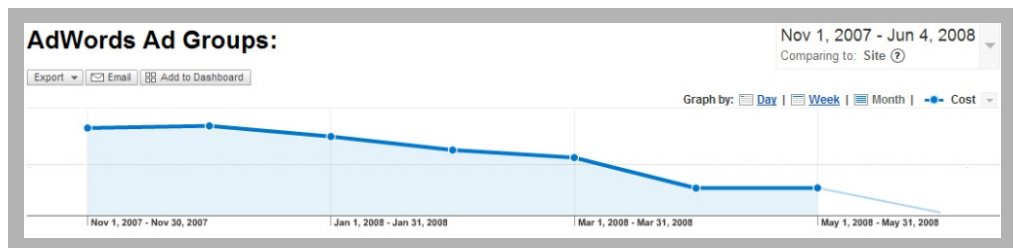
The results

The numbers speak for themselves. At the start of the PPC campaign, the conversion rate was **0.32%**. Six months later, the difference was over **78%**. The costs per conversion dropped more than **50%**, just like the image shows:



The difference that Avangate made is even more impressive if we go one year back: the difference was over **180%** in conversion rate, a reduction in terms of costs was of almost **70%** while the total conversions increased by **7%**.

Here is how the campaigns cost dropped over the last 6 months:



What do all these numbers mean?

In May 2007, Smart Projects was spending \$29 for each product sold via a Google ad. In the case of the personal license there was no profit as Smart Projects spent the gross revenue completely on advertising (not taking into consideration the extra revenue from the visitors (support, newsletter subscribers, upgrades, renewals, etc)

One year later, with the Avangate optimization, Smart Projects spends at the most \$10 for each product sold via a Google ad. That means that Smart Projects grossed \$19 on a sold personal license and \$39 on business licenses.

In theory, for each 1000\$ invested in AdWords there could be a gross profit between 1900\$ and 3900\$.

Now that's what we call a successful campaign!

"In just 3 months we managed to decrease the Cost per conversion from \$23.51 to \$10.14."

Adriana Iordan
 Web Marketing Manager
 Avangate

How Avangate can help you

Avangate is an e-Commerce platform for electronic software distribution, providing all the tools and expertise you need to accept payments online, optimize the sales process and increase your visibility on the World Wide Web.

Contact

Avangate B.V.

Van Heuven Goedhartlaan 937
 1181 LD Amstelveen
 Amsterdam Metropolitan Area
 The Netherlands

Tel: +31 20 890 8080

Fax: +31 20 203 1309

info@avangate.com

www.avangate.com

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