

Google Analytics

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Barry Williams
IT Manager



Insights from Google Analytics increased AdWords Display Network conversions by 137% and decreased CPA by 42.9%

Robertson Cooper is a leading business psychology company that began as an off-shoot of The University of Manchester. Founded by Professors Cary Cooper and Ivan Robertson, recognised leaders in their field, Robertson Cooper has provided consultancy in well-being, employee engagement and other HR areas to a number of blue chip companies.

The goal of this project was to gather contact details of prospective consultancy customers in exchange for a free well-being PDF. The contact information would then be monetised by using it to promote and sell memberships to the ‘Well-Being Network,’ a range of ongoing consultative services that Robertson Cooper offers to HR departments that wish to increase well-being, employee engagement and staff motivation.

Roberson Cooper wanted to get the maximum ROI from their Google AdWords use, in particular using the Google AdWords Display network.

What did you do?

Robertson Cooper had already tried to use its main website to convert search traffic. For this project, 1upDigital recommended that a dedicated micro-site be produced.

The biggest challenge in this project was providing information that enabled Robertson Cooper to monitor the effectiveness of individual campaigns, as there is often a significant length of time between a visitor signing up to the site and their actually becoming a client of Robertson Cooper. 1upDigital resolved this problem by adding hidden fields, which were automatically populated with keyword and campaign information, to the sign-up form. This information was then stored in Robertson Cooper's database and, when a visitor later converted into a client, the keyword and Google AdWords campaign would be flagged.

Google Analytics

Google Analytics is a free tool which shows you which sites, search engines, and keywords refer your traffic and how visitors interact with your site

<http://www.google.com/analytics/>

Website Optimizer

Website Optimizer is an easy-to-use tool for testing site content that delivers actionable results

<http://www.google.com/websiteoptimizer/>

WHAT WAS THE RESULT

The tracking system installed provided Robertson Cooper with a vital source of leads and market information. Working closely with Robertson Cooper, 1upDigital used actual sales figures and lead quality metrics to help assess the effectiveness of the Display Network campaign and the quality of the leads obtained, as well as enabling Robertson Cooper to measure the ROI for users coming from search and display AdWords campaigns. This allowed 1upDigital to optimise the Display campaigns' AdCopy, Landing page and placements.

Over the period of the campaign (from September 2009 to June 2010), there was a 43% decrease in the cost of a conversion, while overall conversions increased by 137.3%. In terms of Cost Per Acquisition (CPA), by June 2010, the CPA had fallen by 42.9%, with the Display Network CPA being £2.86 and Search Network CPA being £5.96. 19% of Display traffic converted, compared to 17% of Search traffic.

As a result of this improved ROI, Robertson Cooper has increased its Google AdWords spend by 35.6%.

Comparing the first month of the AdWords campaign with June 2010 - note the 27.6% CTR dip is due to more traffic from display campaigns rather search campaigns.

	1st Month	June 2010	Difference
Clicks	100	186	+ 86.6%
Impressions	100000	276900	+ 276.9%
CTR	0.1%	0.07%	- 51.7%
Avg. CPC	£10.00	£5.28	- 27.6%
Avg. CPM	£1000	£286	- 64.1%
Total Cost	£10000	£13560	+ 35.6%
Conversion Rate	0.017%	0.022%	+ 27.2%
Cost per Conversion	£596	£2.86	- 42.9%
Total Conversions	17	23	+ 137.3%

Outlook

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