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Landing Page & PPC Case Study

Find out how we boosted Revecent's leads by 9x using PPC and improved conversion rates by 290%

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The Problem

A lack of conversions and poor ROI are common problems for many B2B PPC campaigns. In most cases, this is due to poorly structured campaigns without a disciplined management process. Revecent, a client specializing in sales recruiting, was suffering from these exact issues. Just take a look at their conversion rate and cost per conversion:

Campaign type ?	Clicks ? ↓	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?	Conversions ?	Cost / conv. ?	Conv. rate ?	Phone call conv. ?
Search Network only	1,014	58,076	1.75%	\$5.10	\$5,171.75	2.7	28.00	\$184.34	2.76%	0
Search Network only	154	19,622	0.78%	\$5.72	\$881.54	2.5	5.00	\$176.31	3.25%	1
	1,168	77,698	1.50%	\$5.18	\$6,053.29	2.7	33.00	\$183.13	2.83%	1

While a 2.83% conversion isn't terrible for a B2B campaign, it's also not much to be proud of. Plus, their cost per conversion was very high considering it wasn't producing quality leads. After our initial overview of their campaign tactics, we narrowed our plan of action to face four key issues:

1. Poor account structure
2. A lack of targeted landing pages
3. Wasted ad spend
4. Poor keyword management

For the first segment of this PPC case study, let's examine the issues in more detail...

1. Poor account structure

Before we came along, Revecent had been using only three ad groups, each with 40 to 50 keywords—that's way too many. Because of this, their quality scores were suffering as was their message match between their ads and their keywords. Take a look at this ad and all the keywords used to trigger it:



With this many keywords, it's impossible that Revecent's ads would be able to be relevant to each of them. As a general best practice, you should always aim to have an ad group to keyword ratio of 1:1 for all keywords that drive at least 80% of your campaign's traffic.

2. A lack of targeted landing pages

Pointing to service pages or a homepage instead of a landing page is a big but widely made mistake. There are many reasons for this, but mainly it means that your ads will not match with the destination, which can deter to leads. Take a look at the services page below that Revecent had been using as their landing page. There are several issues at play here, including conflicting CTAs, navigation links, and poor content and design:

The screenshot shows the Revecent website's landing page for Sales Recruiting. At the top, there is a navigation bar with the company name 'Revecent' and links for SERVICES, CLIENTS, ABOUT, INSIGHTS, CANDIDATES, and a CONTACT button. Below the navigation bar is a blue banner featuring a four-step process flow: 1. Sales Recruiting, 2. Sales Training, 3. Salesforce.com Enablement, and 4. Sales Coaching & Consulting. The main content area is white and focuses on the 'Sales Recruiting' service. It includes a sub-header 'Sales Recruiting Specialist. We Make Hiring Top Sales Talent Easy.', a paragraph describing the service as a solution for organizations seeking top sales talent, and a list of four benefits: attracting high-quality candidates, streamlining the hiring process, accelerating new hire ramp-up, and reducing turnover. It also mentions that the recruitment process is simple and effective, listing five steps: developing the candidate profile, establishing selection criteria, screening and qualifying candidates, performing custom personality and skill assessments, submitting qualified candidates, and gathering feedback and scheduling interviews. A call to action 'GET STARTED' is prominently displayed in an orange button. Other buttons include 'VIEW OUR OPEN POSITIONS' and 'FREE HIRING MISTAKE CALCULATOR'. At the bottom, there is a 'REQUEST INFORMATION' button and a link to 'Contact us' for more information.

Revecent SERVICES CLIENTS ABOUT INSIGHTS CANDIDATES **CONTACT**

Sales Recruiting

Sales Recruiting Specialist. We Make Hiring Top Sales Talent Easy.

Revecent's sales recruiting services are the perfect solution for organizations seeking top sales talent to make an immediate impact. Whether you need inside sales professionals or senior level sales executives our dedicated team will ensure you attract and select the right candidates.

- ▶ Attract high-quality candidates
- ▶ Streamline the hiring process
- ▶ Accelerate new hire ramp-up
- ▶ Reduce turnover

Revecent's sales team recruitment process is simple and effective.

- ▶ Develop the candidate profile
- ▶ Establish the selection criteria
- ▶ Screen and qualify candidates
- ▶ Perform custom personality and skill assessments
- ▶ Submit qualified candidates
- ▶ Gather feedback and schedule interviews

Need help finding qualified sales candidates? [Contact us](#) to speak with a recruiter to get started.

We also create custom on-boarding programs for new hires to accelerate ramp-up, [learn more](#).

GET STARTED

VIEW OUR OPEN POSITIONS

FREE HIRING MISTAKE CALCULATOR

REQUEST INFORMATION

3. Wasted ad spend

The way their campaigns were set up was extremely inefficient. In fact, just 10% of their keywords lead to conversions, and 90% of those conversions used up 30% of their total ad spend.

4. Poor keyword management

Instead of using niche and long tail keywords, the keywords the client was using in their campaigns were all very generic and high-level. Additionally, they did not have any keywords for specific job positions or industries, nor did they use any geographic keywords. This resulted in very generic ads that were not customized to search queries, which led to poor campaign performance.

Finally, Revecent was also not making proper use of negative keywords. While they had implemented a few, they weren't monitoring search terms for new negative keyword opportunities. This is a practice that should be weekly or bi-weekly in order to maintain quality traffic.

The Solution

Our plan of action to improve their PPC campaign was made up of three important initiatives: (1) Implement the most efficient structure for the account, (2) Design and implement optimized landing pages (3) create a disciplined process for managing the campaign that results in ongoing improvements.

1. Implement account structure

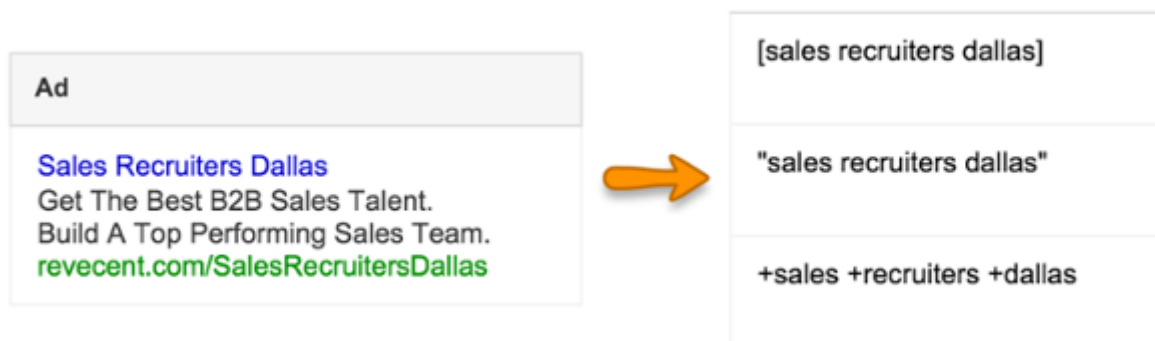
Our first step was to learn the ins and outs of the client's business. We began by evaluating their services, their target audience, the industries they serve, and their competitors.

We started by conducting thorough research using the Google Keywords tool and identified the most suitable keywords for their campaign. The best keywords we found were niche keywords for specific industries, including SaaS and technology. Additionally, we used geographical keywords for metropolitan areas like San Francisco, Chicago, and New York City.

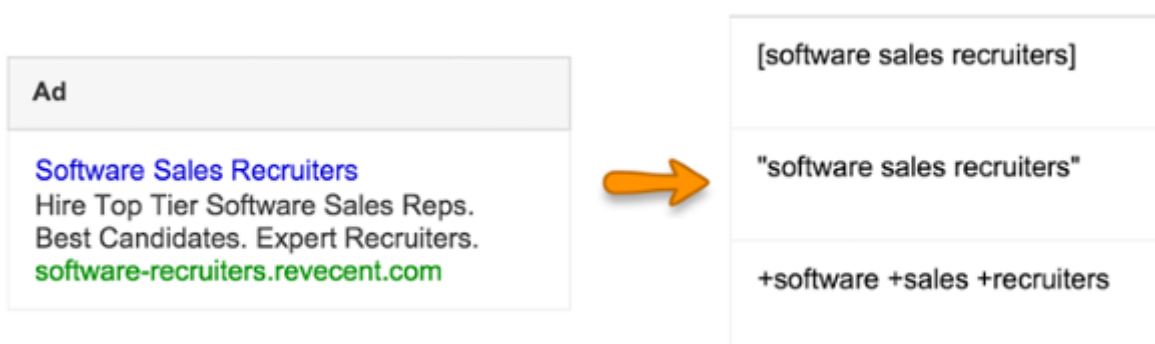
After evaluating the report from their old campaigns, we identified some excellent new negative and regular keywords. We also implemented some keywords we found using SpyFu, a tool that allows you to peek at your competitor's keywords. Then, it was time to develop a solid account structure.

All keywords that accounted for at least 90% of expected traffic were placed in single-keyword ad groups (SKAGs). In the end, this resulted in 80 ad groups. Using this many SKAGs allowed us to gain more control over the campaigns, which also meant that we were able to perfect our message match between ads and keywords. In theory, this would lead to higher quality scores and click-through rates, while maintaining a reasonable keyword cost per click. Check out the three ad groups below:

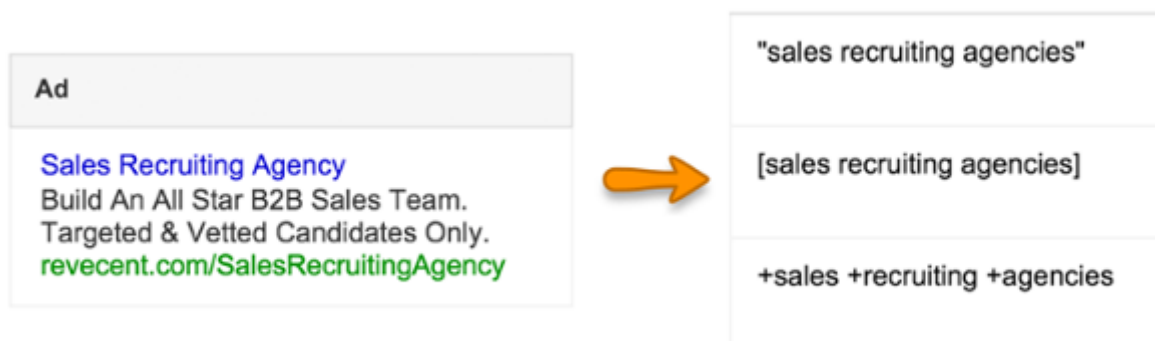
Ad Group Sales Recruiters Dallas:



Ad Group Software Sales Recruiters:




Ad Group Sales Recruiting Agencies:



In addition to rewriting all the ad copy in order to accurately convey Revecent's basic objectives and benefits, we also added call ad extensions, callouts, and sitelinks. Lastly, we included numerous negative keywords per ad group in order to ensure that each keyword searched on Google would only lead to one ad group.

2. Create conversion-optimized landing pages


We created new, conversion optimized landing pages and made sure the content was in alignment with the ad copy.



Talk to a Sales Recruiting Expert Now
1-800-609-8541

Start Hiring Top-Notch B2B Sales Professionals Today

We recruit the best sales professionals in your industry. Candidates are assessed based on 21 sales specific skills common among top 20% performers to ensure success.



Get Started with a Free Consultation

Name *

Business Email *

Phone Number *

Company *





How Can We Help You





> **REQUEST CONSULTATION**

“Revecent has and will continue to be a key component in our sales and business development operations. Revecent gives us the additional expertise we need to enhance our sales capabilities, enabling us to capture and close more business in less time. They are continuously looking for ways to help us improve our sales performance.”


Anand Koodagi
CEO, BI DataTrak Solutions

Trusted By








Outsource Your Sales Hiring to B2B Sales Recruiting Experts



Unmatched Industry Experience



Highly Targeted Headhunting



Comprehensive Hiring Process

Additionally, we implemented:

- A tagline below the logo in order to emphasize Sales Recruiting

- A phone number that integrates with Google call tracking. This enabled us to track all phone calls that were made from the landing page.
- Legitimate customer testimonials, which is an excellent way to establish trust between you and the viewer.
- A strategically placed form with limited fields.
- A clear and captivating call to action.
- Customer logos
- UTM parameters with hidden form fields which allowed us to record the campaign, keyword, device, and keyword match type.

Rather than creating a number of landing pages with custom content for each of the many ad groups, we used dynamic text replacement. This means we could use the same landing page and the headline, subheading, and other key areas would be customized based on the viewers search inquiry.

3. Continuous optimization and testing

Campaigns should always be A/B tested to ensure that they are performing to their best ability. In this case, our A/B testing proved that the adjustments we made were outperforming the old campaign by a landslide. However, there were still a few adjustments necessary.

Negative Keywords

After analyzing the new campaign, we discovered it was receiving a lot of irrelevant traffic from people searching for services that Revecent does not provide, such as IT recruiting. Additionally, there were a number of unrelated searches for recruiting in other industries like medical and pharmaceutical sales. In order to combat this, we added these to our negative keywords:

<input type="checkbox"/>	Search term	Match type <small>?</small>	Added / Excluded <small>?</small>
	Total		
<input type="checkbox"/>	medical sales recruiters	Broad match	Excluded
<input type="checkbox"/>	pharmaceutical sales recruiters	Broad match	Excluded
<input type="checkbox"/>	us it recruiter bench sales	Broad match	Excluded
<input type="checkbox"/>	us staffing bench sales us it recruiter	Broad match	Excluded
<input type="checkbox"/>	talking points in a recruiting sales call	Broad match	Excluded
<input type="checkbox"/>	best places to recruit sales people	Broad match	Excluded
<input type="checkbox"/>	pharmaceutical sales recruiter	Broad match	Excluded

New Keywords

However, we also found that people were searching for a lot of relevant keywords that we hadn't included. In order to maximize the campaign's effectiveness, we added these keywords into new ad groups:

<input type="checkbox"/>	Search term	Match type <small>?</small>	Added / Excluded <small>?</small>
	Total		
<input type="checkbox"/>	industrial sales recruiters	Exact match	Added
<input type="checkbox"/>	technical sales recruiters	Exact match	Added
<input type="checkbox"/>	sales executive recruiters	Exact match	Added
<input type="checkbox"/>	inside sales recruiters	Exact match	Added
<input type="checkbox"/>	sales recruiters chicago	Exact match	Added
<input type="checkbox"/>	sales recruiters atlanta	Exact match	Added
<input type="checkbox"/>	sales headhunters chicago	Exact match	Added

A/B Testing

For each of the ad groups receiving the most traffic, we began with two ad groups. After some close monitoring and A/B testing, we decided upon a winner. We then used that ad to craft another version, tested this against the original, and continued this process in order to achieve the best click-through rates.

Additionally, we created different versions of the landing page, CTAs, and headlines:



The landing page for Revecent features a dark blue header with the company logo and a contact number. The main section has a dark blue background with white text and a form. The footer is white with a list of client logos and two benefit sections.

Revecent
SALES RECRUITING & DEVELOPMENT

Talk to a Sales Recruiting Expert Now
1-800-609-8541

Hire Top Performing B2B Sales Reps Within 27 Days*

Revecent's sales recruiting services are the perfect solution for organizations seeking top sales talent to make an immediate impact. Whether you need inside sales professionals or senior level sales executives, our dedicated team of all-star sales experts will ensure you attract and select the best candidates.

* Based on average time of 27 days for 198 candidates successfully placed

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Name *

Business Email *

Company *

Phone Number *

How Can We Help You?

START RECRUITING NOW!

Trusted By

leaseweb
reliable hosting

INNOCENTIVE®

TRANSWESTERN

GUIDANCE MARINE
Expert Positioning Technology

IdentityForce®

Maryam Billing Solutions

xtg
EXCHANGE TECHNOLOGY GROUP

SleepSense®

Outsource Your Hiring to B2B Sales Recruiting Experts

★ Unmatched Industry Experience
Our recruiting team consists of B2B sales veterans with experience in diverse industries. We know how to build an all-star sales team.

📍 Highly Targeted Headhunting
We deliver only the best, highly vetted candidates to you based on the selection criteria and talent profile you want.

Bid Optimization

We chose to implement a manual CPC bid strategy as it gave us the most control. And, in order to achieve and maintain the top three position for the

majority of the ads, we closely monitored our bids and regularly optimized them.

Lead Quality

The client's main objective was to minimize job candidate leads. Additionally, they specified that they did not want to receive any leads from companies who were only looking for part-time or commission-only salespeople.

Because most of the leads specified exactly what they were looking for in the form on the landing page, the client was able to sift through and contact only those that were most relevant to their needs. We also modified our ad copy and paused certain keywords in order to deter these unwanted leads.

The Results

Our new campaign performed remarkably well—just take a look at the table below to see the huge difference in the cost-per-conversion and the conversion rate:

	Clicks	CTR	Average CPC	Cost	Average Position	Conversions	Cost Per Conversion	Conversion Rate
Old Campaign	1,168	1.50%	\$5.18	\$6,053.29	2.7	33	\$183.13	2.83%
New Campaign	2,791	1.89%	\$4.40	\$12,273.81	3.2	308	\$39.85	11.04%

From all the adjustments we made, we were able to:

- Cut Cost Per Conversion from **\$183.13 in the old campaign down to an outstanding \$39.85. That's a 78% decrease.**
- Boost Conversion Rate **from 2.83% to 11.04%**, which is a 290% increase.
- Improve conversions by 275, **from 33 to 308.**
- Achieve a **15% boost** in the lead-to-opportunity conversion rate.

As evidenced from this PPC case study, our efforts created a stable and scalable platform for sustainable growth. Our results were a product of highly granular campaign structure, customized landing pages, and a disciplined process for ongoing optimization. While it took a lot of time and effort to create the original campaign structure, the payoff certainly outweighed the effort.