

CASE STUDY

359% Increase in Conversion Rate
80% Decrease in Cost Per Lead

TAIKUN

OVERVIEW

- **CLIENT:** Languex
- **INDUSTRY:** Translation Services
- **SERVICES:** Adwords, Paid Search
- **RESULTS:** 359% increase in conversion rate, 80% decrease in cost per lead & 63% increase in CTR in 2 months



The Challenge

Online translation services is dominated by a handful of companies, and the client did not have a lot of budget with which to experiment. They compete against established players with large advertising budgets and long histories of advertising success.

Their PPC ad campaign was losing money and not converting well and they needed to see results quickly. In addition to making the campaign profitable, they also wanted to increase spending and conversions.



The Approach

Because Languex needed a dramatic turnaround in a short timeframe, we took an extremely targeted approach. We analyzed their historical data and identified the opportunities that were most likely to deliver a profitable campaign.

This meant building a new search campaign from scratch with single keyword ad groups and setting up landing pages for individual translation services and query groups to raise quality scores, decrease cost-per-click, and increase conversion rates.



The Execution

We started by creating an entirely new campaign with new tightly targeted ad groups, including numerous single keyword ad groups. This allowed us to raise quality scores resulting in lower CPCs.

The previous ads were general and did not specifically address the user query, so we wrote new ads for each ad group that were directly related to the query, so searchers looking for USCIS Certified Translations would be served ads for that.

We also worked with the client to develop highly targeted landing pages for each translation service to boost conversion rates.

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Working with Taikun has been amazing. They are responsive, detail oriented, and the results they have delivered have been nothing short of extraordinary.

EBADULLAH AKBARI
PRESIDENT OF LANGUAGEX LLC

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The Results

As a result of creating a new campaign with extremely targeted ad groups and ads, Languex saw their conversion rate increase 359% to 17.18% and their cost-per-lead drop 80% to \$30 in two months. Additionally, the newly written ads raised click-through-rates 63% to 5.67%

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