CASE STUDY

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

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 LANGUEX LLC
Cost Per Conversion & Total Conversions

- $100
- $120
- $140

BEFORE AFTER Streamlined,

SOURCE: GOOGLE TRENDS

Interest Over Time: “Moving Company Near Me”

Hyper-Targeting PPC Strategy

32% Increase in conversion rate

Cost Per Conv. Total Conversions Break Even

189% Return on investment

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Shakers! core business services.

campaign on AdWords that covers Movers, Not

STRATEGY:

SERVICES:

CHALLENGE:

INDUSTRY:

CLIENT:

SEARCH   |    STRATEGY   |  SOCIAL

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Reviews

TrustPilot

resulted in a 31.98% jump in conversion rate.

the page to load more quickly, and be more relevant. This

relevant content and improved the layout and structure of

page for paid campaigns. To correct this, we added

the content necessary to serve as a satisfactory landing

converted very well, but was generic and did not contain

ROI campaign became too high.

Finally, Movers, Not Shakers had an estimate page that

•   Build a hyper-targeted campaign

profitable campaign before the cost of running a negative

•   Build a hyper-targeted campaign

In order to achieve the audacious goals of Movers, Not

meant that it would take really strong targeting and

In order to achieve the audacious goals of Movers, Not

incredibly engaging and relevant ads to maximize CTR

High cost per click numbers with strong competition

cost-per-click is; therefore, we focused on creating

campaign in only a few months.

and quality score plays a significant role in what an ad’s

cost-per-click for ads is high.

Click-through-rate is a large component of quality score,

see tangible results quickly in order to justify the expense

many advertisers and relatively large transaction sizes, the

Additionally, because it is a competitive industry with

18.72% to 24.70%.

Shakers had a limited advertising budget and needed to

New York moving searches from zip codes within the city.

positions on the top of the first page of Google.

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the funnel can be addressed. In this case, Movers, Not

City were the core of Movers, Not Shakers business, we

profitable after 60. After 12 months of refinement, the ROI

online paid advertising. In New York City alone, there are

profitability. Since local moves in Brooklyn and New York

Residential moving is a remarkably competitive field in

Pay-per-click advertising gives the advertiser the ability to

order to keep spend down while optimizing toward

Building a hyper targeted campaign was a necessity in

The Challenge

The Approach

The Results

The Execution