



WISDOMTREE®

About SEER Interactive

- <http://www.seerinteractive.com>
- Philadelphia, PA
- SEO and SEM Agency

Goals

- Test the effectiveness of two different landing pages for one of their clients, ETF Provider, WisdomTree (www.wisdomtree.com)
- Increase conversions
- Decrease cost per acquisition (CPA)
- Conduct fast, effective experiments with definitive results

Approach

- Conducted ad group experiments with AdWords Campaign Experiments (ACE) to compare the conversion rate of two different landing pages for their ads.

Results

- Increased conversions over 400%
- Decreased CPA by more than 80%

By conducting a landing page test using Google AdWords Campaign Experiments, SEER Interactive saw a conversion boost of 400% for client WisdomTree®

An agency with heart

SEER interactive was founded in 2002 as a one-person search firm that has since grown to a seasoned team of 20 top-notch search engine optimization (SEO) and search engine marketing (SEM) consultants serving a variety of clients from local Philadelphia companies to major brands and international clients as far away as India.

Each member of the SEER team is committed to ongoing training and certification in order to become either an SEO or an SEM specialist. All employees, regardless of experience and tenure, share the title “Associate” in this egalitarian firm. The firm is focused on giving back to the community, and employees all participate in philanthropic activities. The same ethos of integrity is reflected in dealings with clients.

“We are very specialized in SEO and SEM, and we will actually turn down business with a client if we think their needs and requirements are not a good fit for our expertise,” says Bonnie Schwartz, an SEM Associate at SEER Interactive. “Our motto is ‘be good to your clients and they will be good to you.’ This is especially important because we generate 100% of our business from referrals.”



The SEER SEM Team

About Google AdWords

Google AdWords™ is a performance-based advertising program that enables businesses large and small to advertise on Google and its network of partner websites. Hundreds of thousands of businesses worldwide use AdWords for text, image, and video ads priced on a cost-per-click (CPC) and cost-per-impression (CPM) basis. Built on an auction-based system, AdWords is a highly quantifiable and cost-effective way to reach potential customers.

For more information visit:

www.google.com/adwords

WisdomTree ETFs
DOMESTIC DIVIDEND INCOME

THE BIGGEST DIVIDEND OF DLN?

The potential for more dividend income.

By magnifying the effect dividends have on performance, dividend weighting gives DLN, The WisdomTree LargeCap Dividend Fund, the potential to generate more dividend income than its cap-weighted benchmarks.

To learn more about DLN and to access the Case for Domestic Dividend Income register with WisdomTree today.

Registration with WisdomTree Gives Financial Professionals EXCLUSIVE ACCESS to:

- Advisor advice, research and on-demand presentations
- Market commentary by Professor Jeremy Siegel
- Invitations to events and seminars
- Updates on new products and programs

Register Now to Access The Case for Domestic Dividend Income

Account Type: Individual Investor Financial Professional

Email:

First Name:

Last Name:

Company Name:

Wis. 36166, 2/24, 2/2010
©2010 WisdomTree. Access The Case for Domestic Dividend Income.

Professor Jeremy Siegel is a registered representative of ALPS Distributors, Inc.

There are risks associated with investing including possible loss of principal. Foreign investing involves special risks, such as the risk of loss from currency fluctuations or political or economic uncertainty. Funds investing in a single sector generally experience greater price volatility. Investments in emerging markets or frontier markets are generally less liquid and less efficient than developed markets and are subject to additional risks. See the full prospectus for further details on risks and other important information at wisdomtree.com. Read the prospectus carefully before you invest.

WisdomTree Funds are distributed by ALPS Distributors, Inc. WIS00211192011

"The control ad groups with the less obvious form had six conversions, while the experiment ad groups featuring the more prominent form (above) had 32 conversions – that's an improvement in conversions of 433%. The results were statistically significant, so there's no disputing the results."

-Bonnie Schwartz, Associate SEER Interactive

Informative insights

SEER's SEM Associates spend upwards of 80% of their time using the industry's leading tool – Google AdWords. They keep up to date with new developments in AdWords, and strive to be early adopters of features that have the potential to help clients achieve better returns. "Our clients trust us explicitly, so we are often able to experiment and try new, results-driven tools," says Crystal Anderson, SEM Associate. "When we heard about AdWords Campaign Experiments, we knew it would be a great fit for several of our clients."

AdWords Campaign Experiments (ACE) is a feature within AdWords that allows marketers to accurately test and measure changes to keywords, bids, ads, ad groups, and placements. ACE allows marketers to test and measure changes in real time by executing experimental changes to their campaigns on a percentage of their traffic while keeping settings unchanged on the remaining percentage of traffic. By performing this type of simultaneous split test, ACE can provide valuable information on whether or not changes will produce statistically significant results.

"Before, we would measure the impact of changes to an account by analyzing performance before and after a change was made," says Schwartz. "The issue with this approach is that there are many outside factors, such as offline branding, seasonal demand, or changes in what competitors are doing that can affect results beyond changes to campaigns. We quickly realized that ACE would solve the dilemma that occurs when external factors are introduced into the testing process."

Putting wisdom to work

Schwartz and Anderson first used ACE with their client WisdomTree, an exchange-traded fund ("ETF") sponsor and asset manager located in New York City. The company had recently developed two new landing pages, and wanted to see which converted better. For WisdomTree, a conversion occurs when a user fills out a form on the company's landing page, resulting in a lead.

Simple process, stunning returns

According to Schwartz, the testing process was easy. She started by duplicating WisdomTree's ad groups and renaming them using AdWords Editor. The ad groups were identical in terms of keywords, bids, and settings. The only variation between them was the destination URL where the ads directed users. In the original, control set of ad groups, the destination URL brought users to an education-focused landing page, with the form discoverable via a rollover button. In the new, experiment ad groups, the landing page featured the form front-and-center.

To formally begin the experiment, Schwartz logged into the WisdomTree AdWords account. On the campaign settings tab, she filled in the details of the experiment – including the start and end dates for the test and the percentage of traffic on which they wanted the experiment to run - in this case 50%. "The process was easy and the results were phenomenal," says Schwartz. "The control ad groups with the less-obvious form had six conversions, while the experiment ad groups featuring the more prominent form had 32 conversions – that's an improvement in conversions of 433%. The results were statistically significant, so there's no disputing the results."

Continues Schwartz, "With the increase in conversions, we also saw a decrease in cost-per acquisition of more than 80%. We've had a major positive impact on our client's bottom line. Needless to say, we're sending all of WisdomTree's traffic to the 'winning' landing page. This is just the beginning for us in terms of experimenting with ACE to improve our clients' returns."