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.”
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

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.

“What 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.”

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