



## Case Study Business Telecommunication Services

### The Problem

This advertiser’s goal was to increase subscriptions for Business Telecommunication Services (B2B). siteEDGE agency was retained to increase Leads, Sales and Profits for this company.

Month	Impressions	Clicks	CTR	Average CPC	Total Phone Leads*	65% Conversion Rate	Cost Per Acquisition	Total Advertising Costs	Lifetime Value of Customer \$864**	Total Value of Campaign
Month 1	61,707	1,913	3.10%	\$3.46	86	56	\$118.27	\$6,623.57	\$48,384	\$41,760.43
Month 2	160,869	4,442	2.76%	\$1.91	205	123	\$69.04	\$8,492.28	\$106,272	\$97,779.72

- All calls greater than 2 minutes. Average phone call duration of 7 minutes.
- Life time value = \$48 per month with 18 month average life

### The Results

1. This is the result of a 2 month campaign.
2. Impressions increase almost 3 fold.
3. Clicks increased over 230% due to campaign optimization.
4. Ads and offers were redone resulting in the click through rate (CTR) % decreasing but leads increasing.
5. Average cost per click (CPC) decreased; total cost of campaign increased; but cost per acquisition decreased by 42 %.
6. siteEDGE agency turned an investment of \$15,115.85 into \$139,540.15 profit.

### Conclusion

The Internet can be highly effective in facilitating personal interaction and consultation with business prospects. The increased costs associated with this campaign were offset by substantial increased profits. The changes needed in this campaign to be effective were implemented overtime with consideration given to offers, ad copy, landing pages, campaign monitoring and optimization, and conversion tracking and adjustments.