



## Case Study Subscription Service Company

### The Problem

The advertiser was running this online campaign to increase subscriptions for *Investment Advice for Retirement Plans* for over a year. siteEDGE agency was retained to increase Leads, Sales and Profits for this company.

Month	Impressions	Clicks	CTR	Average CPC	Total Conversions	Conversion Rate	Cost Per Conversion	Cost all Conversions	Lifetime Value of Subscript/\$200	Profit for All Conversions
Apr-06	236,286	4,084	1.70%	\$0.54	26	0.64%	\$84.18	\$2,188.68	\$5,200.00	\$3,011.32
Jul-06	255,522	4,470	1.70%	\$0.56	35	0.79%	\$70.77	\$2,476.95	\$7,000.00	\$4,523.05
Oct-06	47,361	3,622	5.59%	\$0.99	105	2.44%	\$48.58	\$3,609.84	\$21,000.00	\$17,390.16

### The Results

1. April and July are months that client was self administering the campaign.
2. October is the second month that siteEDGE administered the campaign.
3. Immediate action was taken by siteEDGE to reduce non converting keywords resulting in less impressions and clicks.
4. Ads and offers were redone resulting in the click through rate (CTR) increasing from 1.7% to 5.59%.
5. Various landing pages were created, tested and implemented resulting in the conversion rate increasing from .79% to 2.44% and conversions increasing by 300%..
6. Average cost per click (CPC) and the total cost of campaign increased but the cost per conversion decreased by 69%.
7. The lifetime value of a subscription (average of new subscriptions that terminate versus continue overtime) has been identified at \$200 per conversion resulting in a 300% increase in revenue directly contributed to siteEDGE campaign implementations.
8. Net Profit after ad spend cost per conversion increased 3.8 times as a direct result of siteEDGE campaign changes and optimization.

### Conclusion

Increase cost associated with a campaign can increase profits if measured changes are implemented overtime with consideration given to offers, ad copy, landing pages, campaign monitoring and optimization, and conversion tracking and adjustments.