

Certosoft

CASE STUDY

Urgent Care

Implementing strategies with Adword that compete with a single industry

One way of avoiding the kind of measurement problems that arise when a company account becomes complex is to reduce the number of activities it performs at the account level. Thus you have to service the needs of more clients and change Campaign, Ad copies to suit new kinds of customer result, which is an increasing hand off problems among functions.

One such Adword client account problems after review of the account were:-

- *Communication problems* - How can the right message be conveyed through Ad copies.
- *Measurements problems* - Too complex account to measure and get an analysis across years.
- *Customer problems* - Offline complaint of problems while pre booking online.
- *Location problems* - All locations covered for all campaign all Ad groups.
- *Strategic problems* - Losing directions and to take advantage of new oppurnities while cost is escalated.
- *Campaign setup problems* - Too many Campaign, Ad groups Ad copies, Keywords .

This account was a five year old account handled by another agency and there were 6 campaigns with 28 ad groups and about 1125 keywords (750 active keywords) and 97 Ad copies (35 active) Ad extensions 62. This account was operational for a period of 5 years with this setup and a spent of about 1500 dollars per month.

No matter what their business model, however, more complex structure cost, more to operate then a simple functions structure, but we were willing to make better as long as the use of functional competencies, increase revenue for the client and lower the overall cost structure and to deliver a better ROI on the advertising spent.

Implementing strategies with Adword that compete with a single industry

One way of avoiding the kind of measurement problems that arise when a company account becomes complex is to reduce the number of activities it performs at the account level. Thus you have to service the needs of more clients and change Campaign, Ad copies to suit new kinds of customer result, which is an increasing hand off problems among functions. We instantly figured out that the dynamics have changed and the overview structure needs to be corrected with better ad copies relevant to the keywords. We used Adwords editor for bulk of our changes has this Google tool allows changes at a scale with saving on time. Duplicate Keywords were reduced at a click. We used different automated scripts with the account to find out if ever this account has a problem because manually to track this complex account would be difficult and it would go unnoticed if ever there was an internal issue in the account.

We also noticed that since the website was altered by the earlier agency. There was an impact on conversion of form filling and there was an error while submitting the pre appointment form on the web which was addressed by us.

Ad copies were changed as per the service that the urgent care delivered and even used dynamic ad copies. Ad extensions were added. Specific Call ads were created and saw a huge boost in the number of calls that was received by the urgent care. Keywords were reduced to minimum 8 per ad group to better measure the campaign and the non performing key words were paused. New keywords were added with competition benchmarking. Also the high cost keywords were removed which took away 25% of the monthly budget. Initially 10 cities were targeted at the campaign level. We made a cluster of cities and targeted some locations at Ad group level. So the daily budget of the campaign is only spent on these cities and accordingly the bid adjustments were implemented.

As a result click through rate increased also there was a tremendous increase in form filling, No of phone calls increased the monthly cost lowered with increase in clicks and overall increase in performance of campaign.

The End