

Game-Changing Reduction in CPL

CUSTOM SOLUTIONS AND PRODUCTS FROM PVC CODED OR LAMINATED FABRICS AND FILM



“Our PPC campaign with Straight North has succeeded beyond our expectations. We’ve been impressed with their ability to make rapid changes that show results. They have a very good system for handling campaigns.”

AMCRAFT
MANUFACTURING

STRATEGY

- ▶ The overall strategy of the campaign was to decrease cost per lead (CPL) by improving the clickthrough rate (CTR) and conversion rate.

KEY TACTICS

- ▶ Continually and systematically tested ad copy and landing pages to increase CTR and conversion rate.
- ▶ Paused poorly performing campaigns and restructured existing campaigns with potential, based on historical data.
- ▶ Built out new campaigns based on extensive ongoing keyword research.
- ▶ Created a microsite with dynamic landing page content to improve conversion rate.



▶ Campaign produced CPL drop of **58%**

▶ Leads increased by **168%**

Providing significantly more leads at a far lower cost.



STRAIGHTNORTH
Make every click count.®