



Case Study - Web.com



Client:

Web.com, a platform offering professional and do-it-yourself website design and building services.

Challenge:

To increase spend and overall volume aggressively for the Web.com “Do It Yourself” website builder product while continuing to meet existing cost per acquisition (CPA) goals in an increasingly competitive space.

Solution:

- Implemented our Alpha-Beta process, which controls query-to-keyword mapping using a specific account structure and match-type process. The Alpha-Beta process works to control mapping for an account’s highest-performing keywords (Alphas) while providing a testing ground for new/unproven keywords (Betas).
- Performed extensive negative keyword mining
- Executed a thorough and ongoing landing page testing process
- Implemented technology-supported bidding that grabbed prominent placement and improved click-through rate
- Simplified the checkout process to reduce the friction from click to conversion

Results

(COMPARING Q1 2012 TO Q1 2013):

- 173% increase in spend
- 190% increase in conversions
- 6% decrease in CPA





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