



accelerate

Cloud-based collaboration platform

Leveraging Alpha Beta Campaign
Structure to Drive Volume & Efficiency

CLIENT

A cloud-based collaboration platform that integrates with a global network of artists.

CHALLENGE

Restructure SEM campaign to improve conversion volume and campaign efficiency.

SOLUTION

We restructured the search campaign using 3Q's Alpha/Beta structure. We identified top-performing search queries and pulled competitor search data to determine new Alpha and Beta keyterms to implement in the search campaign.

We set Alpha terms as exact match type and set Beta terms as broad modified match type to harvest search query traffic. We leveraged negative lists to map query traffic to the optimal term within the campaign. These terms were implemented in single keyword ad groups (SKAGs) for greater control and tailored ad copy.

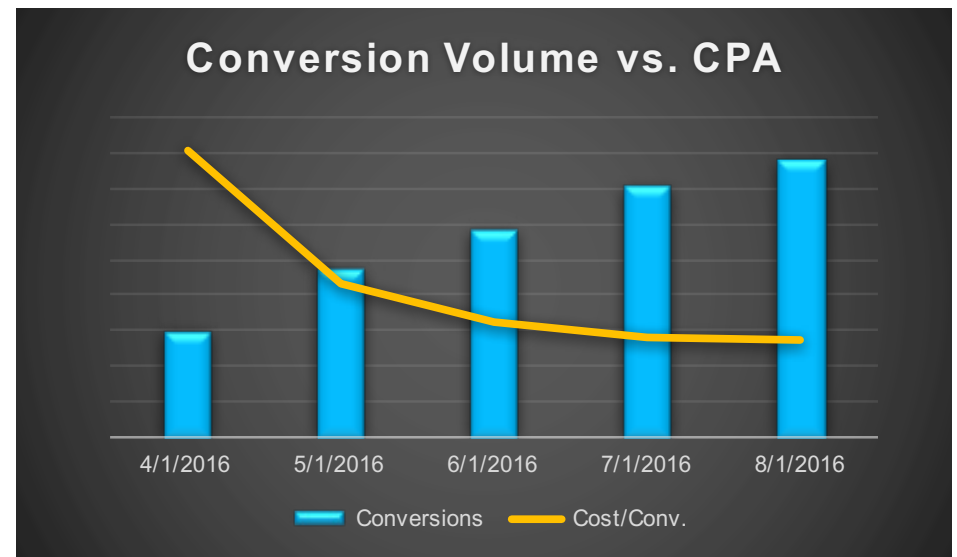
We also implemented a new Conversion Pixel and began tracking email sign-ups, a shallower conversion event than our main goal of subscriptions. The increased conversion volume allowed us to better leverage different bidding tools through Google like Target CPA and Enhanced bidding, which are reliant on high volume to perform well.

RESULTS

When the Alpha/Beta structure was fully implemented (5/1/16), our campaigns began to see solid performance and continuous growth. Since implementation, the volume of subscriptions driven by Paid Search has increased 157% over four months, while CPA improved 66% over that same time span.

Brand campaigns saw a 436% lift in conversion volume and a 48% improvement in CPA. Non-Brand campaigns saw a 42% increase in conversion volume and a 48% improvement in CPA as well.

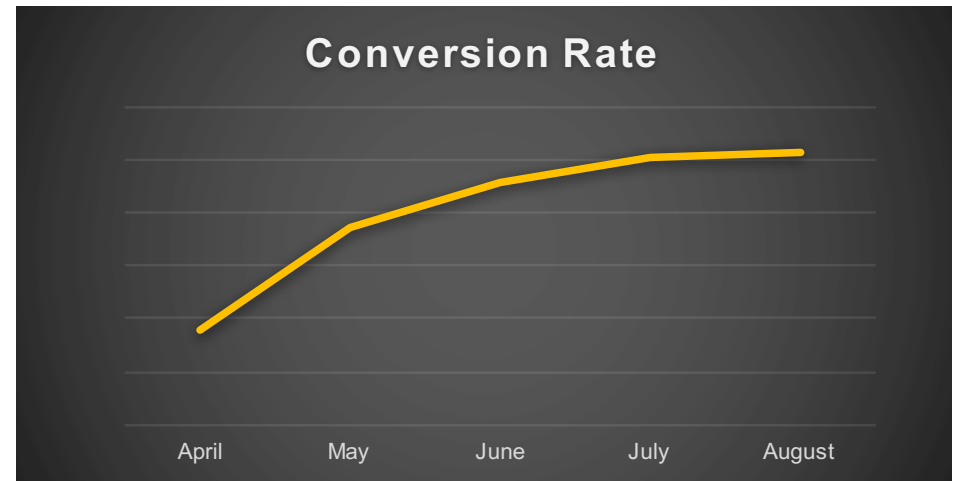
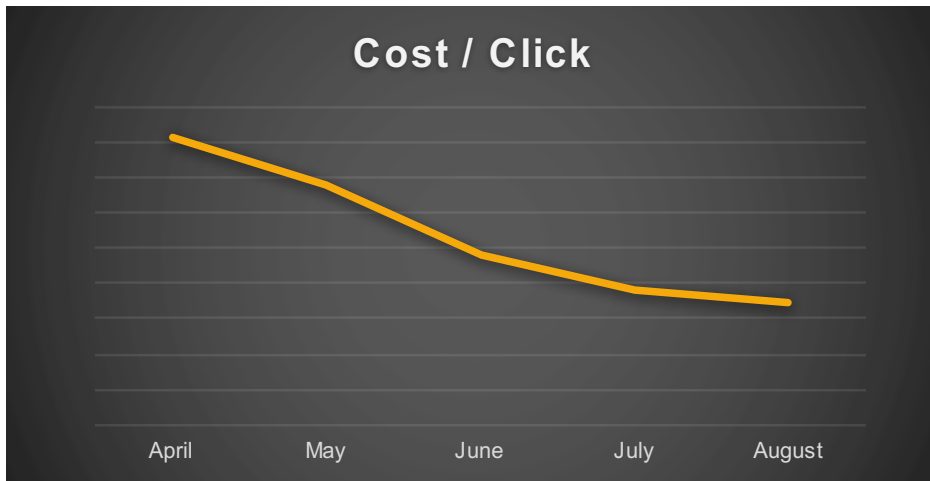
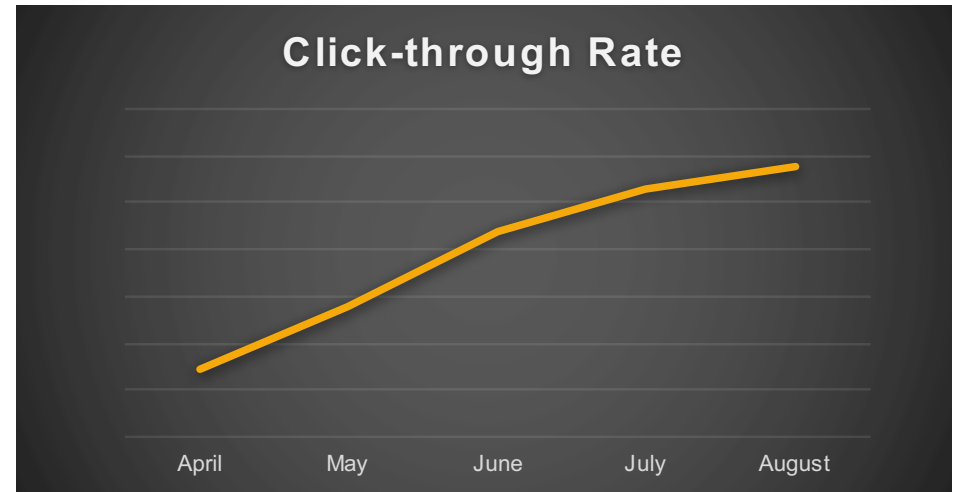
The immediate success of the new campaign structure and Alpha/Beta strategy laid the foundation for further scaling efforts by helping us re-define CPA targets and identify areas for further segmentation.



May 2016 was the first full month of activity under the Alpha/Beta structure

RESULTS CONTINUED

Improved account structure allowed us to create highly targeted ads for our top-performing keywords, which ultimately led to higher Quality Scores and greater efficiency. Over the first four months of the account transition, our Search campaigns saw Click-Through Rate improve 176% (2.45% to 6.75%) and Conversion Rate improve 119% (2.80% to 6.12%). Furthermore, we were able to lower our Cost per Click 26%.



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