



## Paid Search Campaign Boosts Website Visitors and Lowers CPV

“Catalyst has a thorough understanding of search engine marketing, both from a technical and a marketing perspective. In my experience, Catalyst consistently delivers high-quality traffic in an efficient and cost-effective manner. Their ability to quickly comprehend the many differentiating aspects of our product, translate them into keyphrases, and bid appropriately was tremendously valuable.”

J. C.  
Senior Product Manager

### Summary

In the competitive and highly regulated pharmaceutical industry, our client must keep site traffic high while maintaining a low cost-per-visitor (CPV) to promote its lead product, which has earned the #1 prescribed status in its category. After three months with another SEM vendor, Catalyst's paid search expertise helped the company's online efforts rebound with a 345% increase in site traffic and 58% drop in cost-per-visitor.

### Marketing Goals

In spite of the significant success of its product, the client operates in the extremely competitive and highly regulated pharmaceutical industry and must focus marketing efforts to maintain brand awareness. With a target audience of active, web-savvy baby boomers and Gen X women, the client is wisely pursuing search engine marketing.

The company has chosen to use a portion of its online marketing budget on paid search. The client's goal is to boost brand awareness and generate significant visitor traffic through prominent ad placement at the top of search engine result pages while achieving the lowest CPV.

### The Challenge

The client had been with Catalyst since 2004 and was very pleased with their results, consistently seeing tens of thousands of visitors per month with a low CPV. Despite this success, in the spring of 2006 they decided to consolidate interactive vendors to launch their new brand website.

Immediately after switching to the new vendor, the number of site visitors dropped to one-third of their previous level and the CPV soared by 48%. Senior Product Manager J. C. said, “The paid search results significantly lagged in performance compared to the campaign managed by Catalyst.”

The client came back to Catalyst with the challenge of doubling the number of visitors to their site within the next month.



**Solution**

Through proper bidding and using lesser volume, less expensive keyphrases Catalyst quickly improved the client's search marketing cost effectiveness without compromising its success by ensuring that all of the client's traffic was not coming from high cost clicks.

Another key improvement Catalyst made was not bidding primarily on Google, one of the most expensive and competitive bidding environments. For example, one of their top keyphrases can cost as much as \$2.50 per click on Google, while the fee through other leading search engines can be a fraction of the cost.

In a matter of days, Catalyst had adjusted the client's paid search strategy to incorporate these improvements. By bidding across several search engines, Catalyst was able to lower CPV and raise the number of visitors. The Catalyst team was also meticulous in bidding on individual keyphrases, rather than submitting a single bid across all keyphrases as many vendors do, for significant savings. And they were quick to implement proper matching and negative keyphrases to eliminate unwanted, and costly, visitors.

**Results**

Catalyst not only met the client's goal but exceeded it, generating 175% more visitors and lowering CPV by 37% in the first month of the campaign. The client was ecstatic. And in each successive month since selecting Catalyst, results have continued to improve with optimal rankings. Since rejoining Catalyst, the client has experienced a 345% increase in site traffic and 58% drop in cost-per-visitor.

**Conclusion**

Our client's experience shows the advantage of having a knowledgeable search engine marketing partner. With almost ten years of experience specifically in SEM, Catalyst is uniquely qualified to develop and implement a successful search engine marketing campaign. We consistently deliver exceptional visibility, enhanced brand awareness, highly qualified traffic, competitive advantage and superior ROI.

