

Targeted Pay-Per-Click Program Bolsters Lead Acquisition and Lowers Conversion Cost

Discover

How can I quickly increase my number of leads from online marketing and show my team that the investment is paying off?

Formulate

Implement a 90-day program to set the foundation for an ongoing pay-per-click (PPC) strategy. Convert high quality leads across vertical markets. Integrate PPC program with Kronos' overall marketing activities. Heighten visibility of PPC results to internal stakeholders.

Execute

A "Fast Impact SEM Program" was developed to convert the existing, general/Kronos-branded PPC campaign to one rich with targeted offers and unique landing pages. Campaign was re-structured around each of Kronos' vertical and product application combinations. Program consisted of 12 Google AdWords campaigns, 25 ad groups and 1,000+ keywords — actively analyzed and managed to maximize performance and optimize daily budget allocation.

Offer-based pay-per-click ads drove clickthroughs to vertical/application-focused landing pages. Targeted offers, such as free Webcasts, white papers, case studies and solutions guides, were picked up from Kronos' offline marketing promotions. Marketing Qualified Lead (MQL) tracking process delivered phone-verified leads to Kronos sales force.

Measure

Immediately upon conversion to targeted PPC campaign:

- More than doubled the number of conversions
- Cut cost per conversion by 79%
- Cut campaign cost in half

In the first 45 days of the new program:

- Increased lead conversion by 243%
- Lowered cost per conversion by 45%
- Delivered 70% new leads vs. only 60% delivered by the corporate Web site



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