

# Reducing Cost and Doubling Conversions using SEM

How Q1Media enhanced the SEM strategy for a Higher EDU client.

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## About The Client

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A large public university offering bachelor's, master's, and doctoral programs with a student body of about 39,000. Name has been redacted for confidentiality.

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## CAMPAIGN GOAL

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Optimize and manage a top tier university's current SEM campaign to drive incremental prospects for their extended education programs.

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## STRATEGY SUMMARY

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An initial analysis was conducted to evaluate the university's current search campaigns, to identify the key areas needing improvement and to devise a strategy to improve performance.

Following the initial evaluation, new keywords with potential search volume were added to the ongoing campaigns to improve visibility with their target audience, people searching for certificate programs. Existing ad copy was refreshed and supplemented with new search ads that had strong CTA headlines to improve conversions.

Extensions were added to search ads to enhance ad quality and appeal, including a call extension, which would allow users to easily contact education coaches. Bidding strategy was also amended from manual bidding to bidding that was focused on conversions, which ultimately drove down CPC costs and aided in boosting conversion numbers.

Subsequently, new search campaigns were built to support the university's recently launched education programs.

## RESULTS AND SUCCESS

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Q1Media's optimizations, improvements, and management of the university's SEM campaigns significantly drove down costs. CPC costs and Cost Per Conversions were reduced by 11.8% and 28.2%, respectively.

Furthermore, these efforts boosted the number of conversions by 46%, increasing the conversion rate by 22.4%. Due to the success of the SEM campaign, the client expanded their digital efforts with Q1Media to include other tactics such as Display, Mobile Device ID, and Social Media.

## COMMENTS FROM OUR CLIENT

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"Q1Media has been nothing short of amazing. We appreciate the work they have done for us, and we are happy with the improvements we see in our Google Search campaigns. Q1Media has been a crucial performer in switching over to conversion bidding from CPC, and they've always been extremely prompt in any requests we might have. We really love their continuous cheerful attitude in trying new things and humoring our requests. Q1Media is outstanding!"

# The Proof is in Our Work

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