

Using Proprietary Technology and Powerful Software to Predict the Best Bid Strategies for Fortune 500 Clients

CASE STUDY: TELECOMMUNICATION

In today's economy, marketers need to control spending, so they initiate strategies that maintain (or increase) profits with little to no adjustments to current budgets.

For one Fortune 500 company in the voice, video, and data services industry, controlling budgets while improving results was a Paid Search Marketing request for IMPAQT – and a tall order. This meant that IMPAQT had to increase their number of orders and decrease their cost per order.

QUESTION:

How could IMPAQT increase conversions while holding to current budgets within the management of a Paid Search campaign with hundreds of thousands of keywords?

REVELATION:

IMPAQT's experience demonstrated that when even small adjustments to bidding are added to a Paid Search campaign which has thousands of keywords and millions of data points, it can be extremely meaningful to the outcome; therefore, IMPAQT used its proprietary and successful Adaptive Bidding 2.0 to add more efficiencies to its current bid management process as the top strategy for achieving this client's goal.

Due to its ability to leverage various 'inputs', IMPAQT's Adaptive Bidding 2.0 makes smarter optimization decisions about bid levels on different keywords; this is why it's a powerful bid management tool. It can help minimize budget waste and help remaining budget work more efficiently in optimal areas. With powerful software, it automates what humans can't identify and assess, giving it the opportunity to be used with millions of datasets and run quickly.

This bid management model was first applied to two geographical areas for the client, and with the results proving successful, the model moved on to other areas.

Adaptive Bidding 2.0 focused on different levels of keywords; ones that do well consistently and others that have potential to do well. The Adaptive Bidding algorithm allowed for the use of these different keyword levels, and helped identify what keywords are most effective. This model then provided a keyword-level bid recommendation on a daily basis – at an unmatched accuracy.

THE IMPAQT:

Adaptive Bidding 2.0 gave IMPAQT the opportunity to bid on the best-performing keywords at the right time and led the CPA to improve four times over the industry average. The client saw a positive increase in orders, and experienced an impressive 80% reduction in costs for Search-originated acquisitions.

Results not only came from applying new algorithms to the process, but also by powering its results through econometrics and time series-focused software from SAS, the largest independent vendor in the business intelligence market. This combination creates a smarter model for companies with complex Search Marketing needs.

Because of the success of the initial effort, the Adaptive Bidding 2.0 process was applied in several additional markets and exceeded market expectations.