



Ready to hit your target?



## Pay Per Click Marketing Case Study

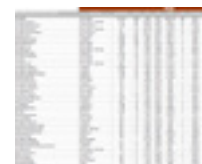
ArcherSEM.com targets your pay per click marketing campaigns to leverage a/b split testing, multi-variate testing, landing page optimization and PPC account level management and optimization to generate you sales and online income. Our multi-pronged approach includes Mobile, Content Networks, Radio, Television, Banner Display, Local and Coupons, Text Display at Cost Per Click and Cost Per Impression basis.

**ArcherSEM.com**  
Internet Marketing on Target  
**1-888-726-5631**



## Red Lobster

Red lobster who is part of the Darden family had very complicated business needs. Many times in the year there are certain promotions that our client would release. We put together an entire annual PPC promotion schedule along with creating over 5 campaigns, 200 ad groups and over 90,000 keywords. We were able to not only promote and push traffic to Red Lobster but we also were able to cross reference location lookups with brick and mortar sales to judge campaign success. In our clicks to bricks test we generated more sales in all locations across the nation.



**Red Lobster Pay Per Click Marketing Dashboard**  
May 2008

Performance Summary									
	Clicks	Conversions	Cost	CPA	Impressions	CTR	CR	ROAS	Quality Score
Overall	101,124	1,124	\$1,000.00	\$890.00	1,000,000	1.01%	0.11%	1.00x	7.5
Search	85,000	950	\$850.00	\$895.00	850,000	1.00%	0.11%	1.00x	7.5
Display	16,124	174	\$92.58	\$531.55	1,600,000	0.10%	0.01%	0.06x	6.0

Campaign Performance									
Campaign	Clicks	Conversions	Cost	CPA	Impressions	CTR	CR	ROAS	Quality Score
Search - Brand	45,000	500	\$450.00	\$900.00	450,000	1.00%	0.11%	1.00x	7.5
Search - Generic	40,000	450	\$400.00	\$889.00	400,000	1.00%	0.11%	1.00x	7.5
Display - Brand	10,000	100	\$100.00	\$1,000.00	1,000,000	0.10%	0.01%	0.10x	6.0
Display - Generic	6,124	74	\$82.58	\$1,102.70	600,000	0.10%	0.01%	0.06x	6.0

**Campaign Evaluation & Recommendations**

The following table provides a detailed breakdown of campaign performance by location. It includes metrics such as clicks, conversions, cost, and CPA. This data is used to identify high-performing areas and optimize underperforming ones.

Location	Clicks	Conversions	Cost	CPA
Atlanta	1,200	12	\$83.33	\$6.94
Boston	800	8	\$125.00	\$15.63
Chicago	1,500	15	\$100.00	\$6.67
Denver	900	9	\$111.11	\$12.35
Los Angeles	2,000	20	\$100.00	\$5.00
Minneapolis	700	7	\$142.86	\$17.86
New York	1,800	18	\$111.11	\$6.17
Philadelphia	600	6	\$166.67	\$20.83
Portland	500	5	\$200.00	\$24.00
San Francisco	1,100	11	\$181.82	\$22.73
Seattle	400	4	\$250.00	\$30.00
Wash. DC	300	3	\$333.33	\$40.00

## Olive Garden

Olive Garden needed to have instant brand ubiquity. We created over 200,000 keywords and even a competitive keyword list targeting comparable food people would search for. Location lookups was a big success however Olive Garden needed extra help with its periodic promotions throughout the year. Each month we had different promotions to push like never ending pasta bowl. These separate promotions each got their own campaign and ad group and was designed to specifically target and track usability and click throughs with individual location performance.

**Clicks & Conversions Report**

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## Heavyglare.com

This client specializes in prescription sunglasses for designer brand sunglasses. This client came to us with their PPC campaign in the dumps. Poor converting campaigns, high click through rates and low conversions and very expensive click through rates. Simply put - PPC was not working for heavyglare.com.

We created an entirely new campaign, implemented several landing pages and optimized their campaign to become profitable. We become profitable in less than 2 months of testing.

show: all | all active | all but deleted

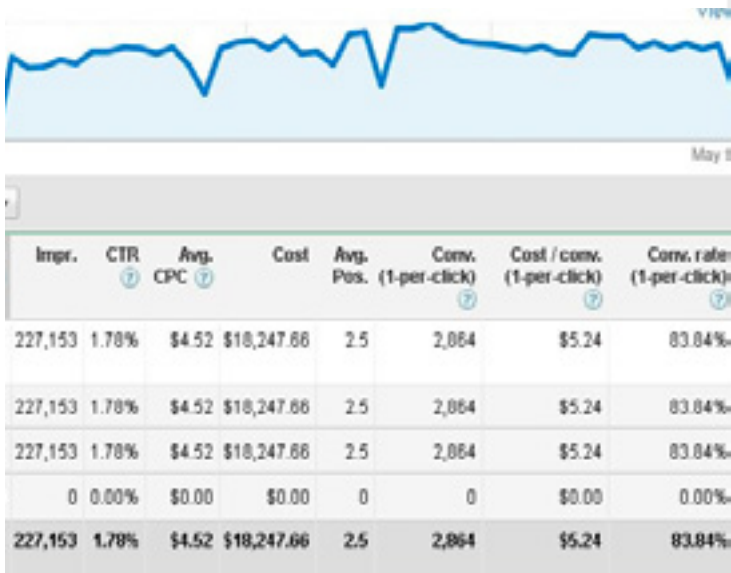
+ Create a new campaign: [keyword-targeted](#) | [placement-targeted](#)

Clicks	Imps	CTR	Avg. CPC	Avg. CPM	Cost	Conv. Rate	Cost/Conv.	Conversions
65,361	3,551,851	2.40%	\$0.67	\$16.04	\$56,573.46	1.17%	\$56.60	992
10,308	200,711	5.13%	\$0.53	\$27.43	\$5,506.21	4.56%	\$11.97	374
27,748	1,772,557	1.56%	\$0.53	\$8.27	\$14,861.05	0.97%	\$54.32	259

## BOOMj.com

BOOMj.com was a social networking site for baby boomers. We worked with them in their initial startup phase. With 45k to spend monthly we had to figure out how to use PPC in order to gain memberships which was our conversion.

After 1 month we had tested enough strategies until we found the most lucrative method of PPC for this client. By targeting give away sites in the display network we were able to increase our membership from 100 people to over 100,000 people in 3 months. In 3 months time we had surpassed most of our competition and positioned BOOMj for a reverse merger.





## Next Care Urgent Care

Nextcare.com is a provider of urgent care across the nation servicing over 10 states. Our goal was to increase digital check ins called “wahoo’s” and also increase overall location traffic via PPC.

We took Next Care from a PPC nightmare to a highly functioning PPC marketing campaign that continues to bring in clientele across all of their locations.

Avg. Pos.	Conv. (1-per-click) ?	Cost / conv. (1-per-click) ?	Conv. rate (1-per-click) ?
4.2	431	\$8.73	23.76%
4.2	431	\$8.73	23.76%
4.2	431	\$8.73	23.76%
0	0	\$0.00	0.00%
4.2	431	\$8.73	23.76%

## SuperWarehouse.com

Superwarehouse.com came to use with a business in crisis. After googles new update hit called “panda” this ecommerce site was hit hard. We revamped their site using SEO means which took about 2 months to see changes.

However in this case the client needed immediate results which SEO do not provide. The best chance we had to help the business’s botom line was PPC. We took over 1 million keywords for this clients products and included long tail keywords around .05 cent clicks.

We successfully started generating new business in a market that is highly competitive. We worked to refine our cost anper conversion until we meet a satisfactory CPA goal.

Cost	Avg. Pos.	Conv. (1-per-click) ?	Cost / conv. (1-per-click) ?	Conv. rate (1-per-click) ?
\$25,073.28	1.9	6,474	\$3.87	44.89%
\$9,745.15	3	3,320	\$2.94	52.43%
\$4,047.13	2.7	1,299	\$3.12	43.42%
\$38,865.56	2.6	11,093	\$3.50	46.59%
\$34,818.43	2.2	9,794	\$3.55	47.05%
\$4,047.13	2.7	1,299	\$3.12	43.42%
\$38,865.56	2.6	11,093	\$3.50	46.59%