

How an Enterprise Security Platform Decreased Cost-Per-Lead by 82%

a Google Ads case study

FIREMON

Enterprise Security Platform

 webmechanix

Introduction

FireMon is an enterprise network security platform that's been in business for 20 years, helping IT companies become compliant with their policies, firewalls, networks, and security.

The client had been burned in the past by a few agencies that over-promised and didn't deliver. They knew that their Google Ads had room for improvement since, historically, their cost per lead (CPL) ranged from \$1,000 to \$2,000. Fortunately, they gave WebMechanix a chance—and we exceeded expectations.

How We Did It

We realized that the client's click-through rate (CTR) and conversion rate (CR) were far from industry standards, so, together, we set goals of a \$500 CPL and a 2% CR (from ~1%).

FireMon requested and received transparent reporting straight from the platforms and access to specialists, something they never got before. Honest communication built trust and demonstrated progress.

FireMon weren't using their automated bid strategies correctly since they didn't have enough conversion data. We proposed the Maximize Conversions strategy to collect enough conversion data before using Target CPA bid strategy, which would be the real workhorse.

Next, we identified new keywords that were more relevant to their business. For example, we found that "firewall compliance" was too

694%

increase in conversion volume

295%

climb in conversion rate

82.5%

decrease in cost per acquisition

broad, while “firewall compliance for HIPAA” was more relevant.

Working with FireMon, we tailored their landing pages and ads to better speak to the search intent. We added keywords to dedicated landing pages in order to increase quality scores and lower cost per click.

The client never had a negative keyword strategy. After reviewing search term reports, we found FireMon was paying for a lot of irrelevant traffic for certification exam answer keywords. After we negated these, our CTR increased 46% comparing a 60-day period over period.

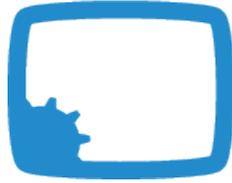
Discoveries

From the beginning of the client’s contract to September 2020, FireMon reduced its \$1,000–2,000 CPL to \$350, surpassing its initial \$500 goal. That’s an 82.5% decrease if we start at \$2,000.

Over the two-month period of August–September 2020, conversion volume increased 693% [from 16 to 127 leads], and the CR surged 294.5% [from 1.123% to 4.43%].

The Bottom Line

Having been burned in the past by agencies, FireMon was understandably cautious when they reached out to WebMechanix. But after two months together and proven results, the client’s tone improved drastically. They were more cheerful and handed out plenty of compliments. The team established a positive relationship and work environment.



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for more information