




How a Recipe Book Company Lowered Cost Per Lead By 37%

a ppc case study

Cookbook Publishers

Custom Recipe Books

 webmechanix

Introduction

Cookbook Publishers, a custom recipe book company, needed to expand revenue from high-volume, enterprise sales to complement its consumer-oriented market share. Traditionally, requests for consumer orders were in high demand, but these requests often did not lead to sales. And enterprise leads were hard to come by. Purchase intent from search traffic varied greatly which impacted lead quality negatively and made ad targeting challenging to refine.

Nonetheless, they knew paid search advertising could prove to be a valuable tool, so they enlisted the expertise of WebMechanix. Together, we pioneered a unique but straightforward strategy that started landing bigger deals within a month.

167%

increase in conversion rate

37%

lower cost per lead

79%

lower cost

Ad group ↑	Status	Default max. CPC	Impr.	Clicks	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
Making Cookbook - Individual	Campaign paused	\$1.21 (enhanced)	486	100	20.58%	\$2.32	\$232.09	12.00	\$19.34	12.00%
Making Cookbooks - Organizational	Campaign paused	\$2.50 (enhanced)	248	20	8.06%	\$2.43	\$48.68	4.00	\$12.17	20.00%



Sarah Trzemzalski
Marketing Coordinator & Writer

"WebMechanix is extremely organized to keep everyone on track of our defined goals, and they are always bringing new ideas to explore. Additionally, they do an excellent job with reporting KPIs and other critical metrics. I highly recommend working with WebMechanix if you need to improve your digital marketing efforts or website performance."

The Solution

Position ads to attract users searching for more than one cookbook.

To capture only the most qualified searches, WebMechanix used a three-part strategy focused on close-variant negative keywords—or highly similar keywords that we do not want our ads to show for. In our case, using stringent search criteria easily identified order size preferences, separating consumers from companies. This strategy required:

- 1. Focusing on singular and plural search terms.** For example, the buyer type is surprisingly different for keywords including the phrase "cookbook" (consumer) versus the phrase "cookbooks" (enterprise).
- 2. Dividing ad groups along buyer type at the keyword level.** We carefully separated enterprise and consumer ads so that Cookbook Publishers could toggle each one as needed to drive revenue within the respective categories.
- 3. Controlling search term quality with close-variant negative keywords.** We further honed the quality of our campaigns with a diligent eye on the search terms we showed up for after go-live. Careful hygiene in this area led to increased lead quality for both the consumer and enterprise ad groups.

The Bottom Line

WebMechanix innovated a new way to measure and improve lead quality for our eCommerce clients. Separating consumer ad traffic from enterprise ad traffic in real-time ensures groundbreaking results that lower cost while increasing lead quality. Moreover, our unique testing strategy led to a healthy boost to our client's revenue.





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