webmechanix

presents:

211% More Revenue With A Product Wizard "Quiz"

a digital marketing win story

Situation Analysis: What was the marketing problem we were trying to solve?

The client (a multi-regional remodeling contractor in the Mid-Atlantic area) hired WebMechanix to tackle two fundamental challenges with their paid search (PPC) campaigns.

First, while our client seemed to be doing all the right things in its campaigns – targeting the right keywords, using localized landing pages, creating compelling offers – it simply wasn't working as effectively as they needed.

They had implemented all the standard "best practices" for their landing pages (form on the right, benefits on the left, a headline on top) but their conversion rates remained lackluster. This damaged the bottom line. Cost-per-sale was on the rise, and lead flow was on the decline.

Second, our client had been using Salesforce to easily measure close rates from incoming calls and leads. However, from a marketing standpoint, they had no insight into which non-branded ads and keywords were driving sales from their PPC campaigns. Perhaps more importantly, it was impossible to measure return on investment (ROI) or understand what terms were profitable and which were bleeding budget.

Accomplishing this task would be no easy feat given the complexity of a sales engine (and keyword list) spanning multiple states.

To make matters even more challenging, our client desperately needed to distinguish itself in a highly aggressive market where the very first impression a prospect experiences usually dictates whether you'll get the sale.

Goals & Objectives: What were we trying to achieve?

In order to effectively help our client get on the right track, our objectives were twofold:

1. Find a *sustainable* way to generate high-quality lead volume from *non-branded* paid sources (i.e. people searching for "window companies" versus "[company name] sale")
2. Achieve a 10:1 ROI on paid search, bringing the cost of sale down to around 10%.

In terms of PPC metrics, this meant increasing conversion rates from calls and form submissions on non-branded campaigns, ads, and keywords. And sure, an ad or keyword may be generating tons of leads, but are those leads actually turning into sales? So even more critically, we needed to figure out a way to show granular keyword data in Salesforce in order to know whether additional conversions were driving revenue.

Because at the end of the day, leads that don't convert don't count. We needed our client to *make money* on their investment with us… and *fast*. It was clear we would also need to increase the number of **qualified** leads coming in the door.

Strategy: What was our strategic plan?

Our strategy consisted of two core components:

1. Revenue-level attribution and optimization
2. Testing a "flip-the-funnel" approach that would turn "best practices" on their ear.

Revenue-Level Attribution & Campaign Optimization

To kick off our campaigns, we would start by serving ads conservatively – all while setting up backend reporting to track actual campaign revenue performance at the keyword level.

This "crawl-walk-run" approach allowed us to mitigate the risk of investing a single dollar in the wrong place. At the same time, we would be able to generate valuable sales-level info that we could then apply to our client's pre-existing campaigns, ad groups, and keywords. Once we had revenue-level tracking installed, our client would be in a position they had never before experienced. They would actually be able to optimize campaigns not only to drive more leads but also generate more sales and revenue.

With this new data at our disposal, we would be able to continuously improve our campaigns' performance at keyword, ad, and landing page levels in order to continue to drive down the *cost-per-sale* while also driving greater *sales volume*.

Flipping The Funnel

Before WebMechanix came into the picture, all of the competition in the space (including our client) was doing pretty much *exactly* the same thing on its landing pages – same style, same offer, same approach. In order to break out of the mold and differentiate from the herd, it became obvious that we had to *reinvent the landing page experience*.

We wanted to get users out of the mindset that they were just filling out a form on a page. Instead, we hypothesized that we could provide a more interactive, engaging and *useful* experience for the user, all while collecting the same pertinent info we need to turn visitors into leads and leads into sales.

Enter the "product wizard quiz" – a four-step form in quiz format that asks a series of questions, guiding users towards the opportunity to schedule an appointment. Here's the thing… the contact form would show up at the *end* of the quiz, not at the beginning. The quiz would begin with "soft" questions like "What State Do You Live In?" and *build towards* a request for the user's personal info.

The psychology is pretty simple: once you get a user to engage with your landing page or offer, they typically continue to engage. However, show them a form and their eyes glaze over instantly. With our variation, users would be more inclined to complete and submit a form rather than instinctively hit the back button. (We call this the "click commitment" bias, where users are more likely to complete a form if they're already pre-committed themselves with a series of clicks.)

Plus, this new "spin" on the old-school landing page would also give us a hidden strategic benefit. Even if users don't fill out their contact info on the final page, they've already given us five pieces of info we can use to retarget them with VERY specific ads using Google remarketing.

Implementation: How did we implement the above plan?

Conservative PPC Launch

WebMechanix went straight to work setting up and launching conservative "test" campaigns on non-branded PPC keywords. We kept the budgets relatively low, with the goal to ramp things up once we started seeing the right cost-per-lead and revenue numbers coming through.

Within the first month, we completed our PPC-to-Salesforce integration down to the keyword-level for both Google AdWords and BingAds. While that was running, we kept non-branded PPC running on a conservative budget while keyword-level data populated in Salesforce.

Throughout the process of integrating systems, our client's team and partners played an integral role. WebMechanix was in constant conversation with our client's call center director, Salesforce reps and webmasters to ensure successful setup.

Thanks to their committed efforts, we were able to ensure that:

- Forms were tracked properly
- Data was being collected and pushed into Salesforce
- Data was reportable by our client's contact center

After accumulating a few weeks of sales-level data in Salesforce, we were able to draw some definitive conclusions about what keywords were winning and which ones were floundering. We then applied learnings back into PPC campaigns to remove, prioritize and test new keywords based on trends and patterns in the forthcoming search data.

"Wizard" Style Landing Page Launch

During the conservative ramp-up period, we worked closely with our client's marketing team to develop the new "Wizard" style landing page. The team provided critical information on what prospective customers know and understand when they're in the sales process… and what they don't.

This was incredibly valuable because if we asked questions on the wizard that users didn't know the answer to, we'd see poor results and maybe even create a bigger headache on the sales side. Thanks to our client's input, we were able to make targeted iterations on design and flow of the wizard – especially relating to the questions being asked.

Upon launch of the new Wizard landing page, we understood it would be critical to reduce risk should the new tool not live up to increased conversions as projected. We ran the wizard test to only 50% of traffic at launch to evaluate performance against the control landing page. Fortunately, we were able to see results from the new variation immediately.

In just a week, the wizard proved to be the statistically-significant "winner" (i.e. it converted leads better than the original landing page). We were able to confidently launch the wizard variation to 100% of traffic for our non-branded ad groups.

Results: What were the tangible outcomes of the initiative?

How much of a difference did our new campaigns and wizard variation make? The results speak for themselves.

Compared to the old variation over the same time frame, our new landing page:

- Increased the total number of leads by **448%**
- Decreased the cost-per-lead by **48%**
- Increased number of appointments generated by **200%**
- Increased campaign revenue by **211%**
- Decreased cost-of-sale from **13% to 10.55%**

In short, our campaigns increased both revenue AND profits for our client – all while providing an even better, more satisfying online experience for customers.

As an added bonus, the new remarketing campaigns we launched based on wizard data performed spectacularly. In the first week of the campaign, we saw 31 leads come in with an 11.5% campaign conversion rate... all at a cost of just $12 per lead!

Perhaps best of all, our client now has robust, revenue-level reporting and insight into the performance of their PPC campaigns. So from now on, they can understand the performance of *every dollar they spend* on paid search.