



Analytics & Marketing Optimization

Case Study

B2B – Reducing Cost-Per-Lead

www.e-nor.com

Company Background

Offices: Silicon Valley, Los Angeles, New York & Alberta, Canada

- Established in 2002

Staff Credentials:

- Google Analytics Premium Reseller
- Google Analytics Certified Partner
- Google Website Optimizer Certified Partner
- Google AdWords Certified Partner
- Google Urchin Certified Partner
- Usability Professionals Association
- Digital Analytics Association Premier Corporate Member



Clients & References



Digital Marketing Optimization Framework 4



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- Business Category:
 - B2B Lead Generation Website

- Marketing Issue to address:
 - High cost-per-lead

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- Approach:

- Identified campaign goals and key metrics (cost per lead)
- Identified under-performing campaigns
- Improved targeting of paid search marketing campaigns
- Re-designed landing page and custom landing page creation

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- Results:

- Sustained 3-fold improvement in conversion rate
- Client receives 3x the number of leads for the same spend for less marketing spend

Conversion Rate Improvements

	Impressions	Clicks	CPC	Cost	Conver- sions	Conversion Rate	Conversio n
July	1,467,717	1,223	\$8.55	\$10,450.61	24	1.96%	\$435.44
Aug	748,876	1,202	\$8.77	\$10,544.70	37	3.08%	\$284.99
Sep	541,316	1,114	\$8.92	\$9,937.82	22	1.97%	\$451.72
Oct	437,364	1,315	\$8.97	\$11,800.10	56	4.26%	\$210.72
Nov	387,917	1,169	\$8.62	\$10,081.84	56	4.79%	\$180.03
Dec	413,101	1,062	\$9.12	\$9,682.76	68	6.40%	\$142.39

E-Nor Analytics Services

- Planning – Define Analytics Reporting Framework
- Solution Architecture
- Implementation
 - Testing & Validation
- On-going Support & Training
- Analysis, Consulting, Process & Optimization

Thank You

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