




SafetyCompany slashes cost per conversion by 93%.

Google Premier Partner iAnalyst.com uses highly-targeted AdWords campaigns to boost ROI and brand visibility for consumer and commercial safety equipment manufacturer, SafetyCompany.



 **93%**
reduction in cost
per conversion

 **+472K**
total clicks

 **+\$1.7M**
total conversion value

Goals

- Lower SafetyCompany's cost per conversion and improve return on investment.
- Improve segmentation and precision of paid search campaigns to more intelligently target prospects and likely buyers.
- Expand SafetyCompany's brand visibility and recognition by optimizing search campaigns to boost customer engagement.

"iAnalyst.com understands Google—scaling results and lowering cost per conversion."

-William Chao, Marketing Director, SafetyCompany

Results

- iAnalyst.com drove SafetyCompany's cost per conversion down 83% (from \$119.30 to \$20) during a four month test, and to date has reduced cost per conversion 93% (from \$119.30 to \$7.80).
- The agency employed call tracking to segment call conversions at the keyword level, allowing SafetyCompany to better target their likely buyers.
- iAnalyst.com analyzed and improved SafetyCompany's AdWords search ads performance by optimizing campaigns by location, ad types, platform, time of day, language, placement, and landing page, which resulted in increased visibility and customer engagement.