



LATITUDE

Gladstone Brookes Case Study

Training & Consultancy

CPA reduced by 40% in less than 3 weeks



"Gladstone Brookes have been expanding their online web presence and needed some consultation and training with Pay Per Click strategy. Leading up to the consultation, Latitude really investigated what it was we needed and wanted from the training, their questions and investigation into how we wanted to use Pay Per Click meant we received training that was easy to understand and implement. The competitor analysis showed us how to apply PPC to our competitive industry, how to do it right and which pitfalls to avoid. The "how-to" guide that has been provided has proved invaluable, along with their advice on account management. Moving forward we are looking to use Latitude as an auditing service and highly recommend their services."

David Taylor
SEO Manager
Gladstone Brookes

Gladstone Brookes is a company which specialises in mis-sold PPI claims. As consultants they have claimed back over £21million pounds in 2010 so far from the banks on behalf of their clients. Having seen continued growth throughout 2009/10 they were keen to increase their digital marketing offering and drive more users to their website. Latitude were asked to carry out an account review of their current PPC AdWords account and deliver 2 half day training sessions to their internal online team.

PPC Campaign Review

Latitude carried out a full account review on their Google AdWords account assessing the following criteria:

- Account structure
- Keyword match types
- Keyword coverage
- Keyword Quality Score
- Bid and budget management
- Ad text message
- Landing page relevancy
- Landing page usability

PPC Consultancy

Benchmarking these against our best practice procedures we were able to advise Gladstone Brookes on a number of improvements that could be made to their AdWords account to assist in driving more conversions and reducing their cost per conversion.

As part of the consultancy, changes to the website were recommended, as they were in the process of redesigning it and we felt would improve it from a PPC perspective.

Training

A competitor review was also created showing how Gladstone Brookes' PPC strategy compared with that of their main competitors. We delivered this in a bespoke document which was discussed in the first training session.

A second training session was arranged 6 weeks later, thus allowing the changes and recommendations from the first session to be implemented. This session consisted of a review of these recommendations as well as answering further questions that Gladstone Brookes had on PPC, MVT and social media.

Results

- *CPA reduced by 40% in just under 3 weeks*