

ADVENTURE MEDIA PRESENTS

CASE STUDY:

GlobalTranz

www.globaltranz.com



Honesty, Integrity, Transparency.

Isaac and his team are a true pleasure to work with. Not only have they reduced overall cost while maintaining efficiency, they have collaborated on projects outside the scope of initial presented guidelines. I would highly recommend their services.

Todd Bookout, Marketing Director
GlobalTranz

GLOBALTRANZ®

Introduction

WITH MULTIPLE APPEARANCES ON THE INC. 500, AND AS ONE OF THE FASTEST GROWING PRIVATELY HELD COMPANIES IN THE US, GLOBALTRANZ NEEDED A MARKETING PARTNER TO HELP STREAMLINE THEIR ONLINE ADVERTISING AND BUCKLE DOWN ON THEIR ROI.

GlobalTranz is one of the largest 3PL's (Third Party Logistics Company) in the nation. They are a technology company at heart, and hundreds of logistics companies utilize their proprietary software to manage their freight brokerage business.

GlobalTranz has over 750 employees and is on pace to do 1 Billion dollars in annual revenue in 2016. Their online marketing is crucial to their sustained growth. GlobalTranz markets themselves in a variety of effective ways, and online marketing through paid search is one of their leading sources of leads and new clients.

GlobalTranz approached AdVenture Media during a transitional phase when they realized they needed a high-end ad agency to take charge of their paid search campaigns in a way that would really help them understand the money they were spending, where it was going and what results it was generating.

Since our relationship began, the results have been outstanding. We've been able to not only generate incredible results with paid search but to launch inbound marketing initiatives and training programs for GlobalTranz as well.

Thanks for taking the time to look through this case study, and I hope you find it both engaging and informative.

Contents

1 BACKGROUND

Diagnosis	6
Historical Data	7
Account Structure	8
Quality Score	9

2 STRATEGY AND IMPLEMENTATION

Planning	11
Implementation	12
Keyword Research	15

3 RESULTS

Performance and Structure	15
Quality Score	19
Conversions	20
FAQ's	21
Final Words	25
Testimonials	26

Background



Diagnosis

GlobalTranz came to us in need of a PPC management agency that could diagnose their AdWords campaigns to see why they were seeing a steady decrease in their leads over the past couple of years. After running a complete audit and analyzing the historical data in the account, we discovered:

1

COST PER CLICK (CPC) HAD BEEN STEADILY INCREASING

A steady increase in CPC is one of the most tell-tale signs that an account is being mismanaged. We saw that across multiple accounts CPC had been increasing. This told us that new competitors were bidding in our auctions and that Quality Score was likely suffering due to a lack of active management.

2

CONVERTED CLICKS AND CONVERSION WERE DROPPING

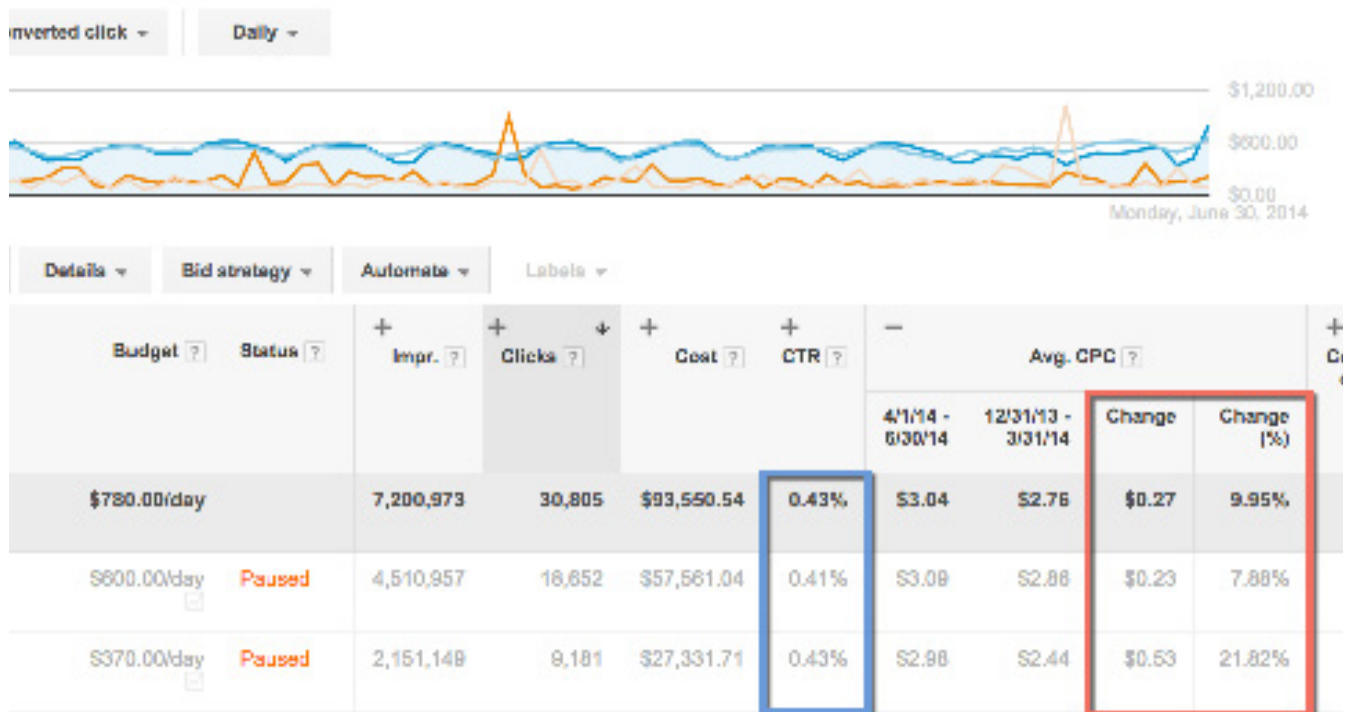
On a monthly basis, GlobalTranz conversions were dropping while the account continued to spend more and more money. This is a relationship you never want to see. Ideally, as you spend more money, you should be increasing the volume of conversions. However, in this account we were noticing an inverse (and unhealthy) relationship.

3

MAJORITY OF KEYWORDS HAD NO CONVERSIONS

As you optimize an account over time, the hope is to have campaigns with keywords that are leading to conversions. Every company has a different conversion action, but for GlobalTranz, the conversion action was a visitor submitting the New Agent Opportunity Form. But most of the keywords in the account were not leading to any conversions, even though they were generating a high volume of clicks and impressions.

While there were other issues in the account, these were the primary metrics that informed us of how much work the account needed. These sore points also gave us a solid foundation from which to work from. We know which areas needed the most work and we know where to begin optimizing and restructuring the account.



CLICK THROUGH RATE (CTR) AND AVERAGE COST PER CLICK ADDITIONAL RED FLAGS.

- ➔ While conversions, cost per conversion and return on investment are the most important metrics in any account, click through rate should not be ignored. Above you can see a click through rate of less than 0.5%, which is lower than you want it to be, especially for a search network campaign. A low CTR indicates that there are many broad match keywords that are generating impressions for queries irrelevant to GlobalTranz's core services.
- ➔ We can also see above that their average cost per click has been increasing month over month. This is not a good sign. Accounts that are being managed properly will generally see a decline in average cost per click as manual bidding at the keyword level undergoes optimizations. The increase in cost per click is usually an indicator of suffering quality scores throughout the keywords in each account.

➔ It's crucial that each ad group is organized by thematically related groups of keywords. In the above screenshot, we see keywords like "Logistics Jobs", "Freight" and "Freight Broker Sales Agent" all lumped together in one ad group.

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Quality Score

QUALITY SCORE IS ONE OF THE MOST IMPORTANT METRICS IN YOUR ACCOUNT. IT DETERMINES YOUR COST PER CLICK AND CAN SPELL THE SUCCESS OR FAILURES OF YOUR CAMPAIGNS

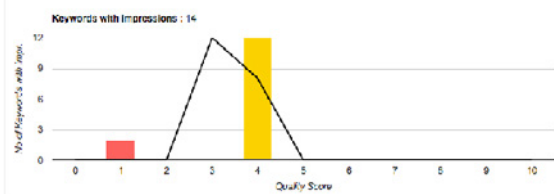
Campaign Quality Score

3.7 ⁱ

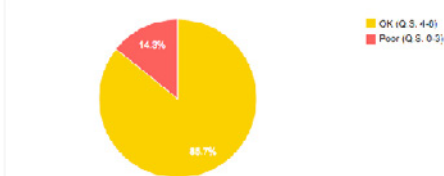


(3.9 → 3.7) ⁱ

Keyword Spread [?]



Quality Score Distribution [?]



As seen above, the Quality Scores in the account were very low when we inherited management of the account. An average Quality Score of 3.7 means that we're paying well above market value for each ad click.

In turn, cost per conversion is proportionately inflated. This report showed us that it's imperative that we work on improving Quality Score immediately.

Strategy

Planning



After a complete diagnosis, we understood where the account was suffering. At this stage we developed a set of strategies to rebuild the pay per click campaigns from the ground up.

Account Structure

Our team decided to restructure the account in a more organized way. A better organization would help us increase Quality Scores and understand which areas of the account were performing the best.

That way, we'd be able to optimize the account in the most effective way possible moving forward.

We also made sure to configure our A/B testing at this phase.

Keyword Research

Based on the low click through rate and low search impression share in the account, we knew we needed to enhance the keyword list.

Utilizing manual methods to collect long tail terms we were able to discover untapped areas with a less saturated competitive landscape.

Mixing those keywords carefully with the different match types was the next step.

Remarketing Ads

GlobalTranz visitors are generally not ready to convert their first time on the site.

That being the case, we knew that strategic remarketing campaigns would be crucial to the long term success of their overall marketing budget.

We began by building custom audiences and then segmented them out based on where they were in the funnel.



Restructuring The Account

We chose to rebuild the campaign structure by visitor type. GlobalTranz attracts both companies looking for freight management services and individual business owners looking to use the GlobalTranz software to manage their quotes and rates.

Targeting the campaigns by visitor or "lead" type allows us to bid with more control and control the schedule of the ads with more precision.

Because each type of visitor represents a different sort of financial opportunity for GlobalTranz, it's important that we're able to manipulate our bids and budgets accordingly. This structure also allows us to analyze the volume and potential reach for each of our target audiences.

SPECIFIC STEPS WE TOOK TO RESTRUCTURE THE GLOBALTRANZ ADWORDS ACCOUNT.

- ➔ Segmented campaigns at the top level by visitor type. Business owners looking for freight management software were funneled into one campaign while businesses looking for 3PL services were targeted by another.
- ➔ Ad groups were broken down into highly nuanced groups of thematically related keywords. "Freight", "Broker", "Logistics", "3PL", "Opportunity", and "Boards" were all examples of theme keywords that indicated different buyer personas, which in turn meant we needed to market to them in a specific and unique way.
- ➔ Even within a thematically related group of keywords, there are still small variations that indicate a significant change in the psychological mindset of the searcher. We configured manual bidding at the keyword level to help Global Tranz get more out of each auction.

Continuing Account Organization and Structure With A/B Testing



There's a host of different ways you can split test in a pay per click campaign, but the most important thing is to make sure you're actually running and refining those A/B tests.

A/B testing is one of the tests that are not only empirically based on statistical significance but ensure that key performance metrics continue to increase on an ongoing basis.

For the GlobalTranz campaigns we decided to test both landing pages and creative ad copy.

For the landing page A/B test, we tested sending traffic directly to the GlobalTranz

homepage against sending the traffic to the specific Agent Program landing page where potential agents could submit their information for evaluation. We knew this would be a good test to run because unlike many ecommerce, "impulse-buy" websites, GlobalTranz prospects usually didn't convert on their first visit. GlobalTranz prospective agents tended to compare software from numerous different vendors before making a final decision. That behavioral understanding made it reasonable to assume that in this case, sending traffic to the homepage (generally not the best idea) would be ideal since it was the most logical page to help a prospect begin gathering the most information about the GlobalTranz ecosystem.

We also A/B tested the headline in the ad copy, running different calls-to-action (CTA's) against each other to see which headline resulted in the most meaningful engagement on the site. Our initial test ran one headline highlighting the benefits of starting a freight broker business (to appeal more to the early stage prospects) and another ad with a headline highlighting the competitive splits that GlobalTranz offers their partners in their agent network (targeting bottom of the funnel prospects).



Remarketing Strategies

Grand Central Station in New York is a busy place, but the internet is much busier. People come and go with a casual disregard that has necessitated thoughtful remarketing campaigns in an unprecedented way.

GlobalTranz paid search traffic was no exception. While we were able to generate highly targeted traffic to their website, we needed to get in front of our best prospects more than once. By building strategic remarketing into their account structure from the outset, we were able to use a broad range of techniques to bring our prospects back a second time and convert them into qualified leads.

Creating custom audiences based on exhibited engagement was the first step in this process.

HOW WE USED GOOGLE ANALYTICS AUDIENCES TO ENHANCE OUR ADWORDS REMARKETING

➔ Google Analytics provides greater nuance and detail when creating custom audiences, so the first step was to link the GlobalTranz Analytics and AdWords accounts and get down to business.

➔ We created three audiences, each with an “engagement” barrier to entry. Our low engagement audience was populated with visitors that spent a minimum of 2 minutes on the landing page, but didn’t view a second page. Our medium-engagement audience had visited 3 pages or more, and our highly engaged audience was reserved for visitors who viewed a predefined number of key pages (i.e contact us page) and spent a minimum amount of time on the site.

➔ With these audiences in place, we were in position to both create custom ad copy for each type of engagement level and to bid individually on each audience.

INTENSIVE KEYWORD RESEARCH

Keywords are the beating heart of any paid search campaign. GlobalTranz needed to bid more intelligently if they wanted to reign supreme in their space while staying ROI positive. We set out on a hunt to discover new keyword opportunities by using advanced software engines and by quite literally asking our co-workers, family and friends how what search queries they would type into the Google search box if they were looking for a Freight Agent Opportunity Software. These techniques are time consuming, but they allowed us to uncover new keywords that weren't being bid on before.

More importantly, we developed intensive negative keyword lists to weed out unwanted clicks from searches not likely to land a quality ad click. These detailed negative keyword lists gave us the ability to bid more broadly on our choice positive keywords, maintain a high CTR and cost per conversion, increase our keyword level Quality Scores and reduce our overall cost per click.

Traffic sculpting was one of the final steps in our keyword research and design process, a system by which strategic negative keyword placement at the ad group and campaign level will ensure that any given query will trigger the most relevant ad instead of Google deciding between two or more eligible options.

strategy

STRATEGY IS OUR BEDROCK

A successful advertising campaign can only manifest from a sound strategy. One unique to your business and goals.



teamwork

TEAMWORK IS OUR EXECUTION

We know that true, meaningful client-agency collaboration is crucial to the ongoing success of each account.

Results

IMPRESSIVE AND SUSTAINED RESULTS

Over the course of the first three weeks, we were primarily concerned with flushing out the old campaigns and getting the new campaigns off and running. It was important to keep a close eye on the daily results while the new campaigns were in their nascent stage in order to make any initial tweaks and adjustments.

Moving forward into and beyond the next three months, the campaigns benefitted from a significant increase in performance across all the key performance metrics (KPI's). By tightening up the keyword lists we generated a drastic increase in Quality Score and brought the average cost per click down by 21%.

Most impressively, the campaigns were spending a whopping \$27,000 less month over month while maintaining the same volume of conversions and leads.

The following pages will show screenshots of the actual data pulled from the account.

performance

Cost	Avg CPC	CTR	Avg Pos	Conv Rate	Cost / Conv
70,586.23	3.07	0.52%	3.1	1.20%	255.75
1,419.22	2.34	3.56%	2.0	1.32%	177.40
↓	↓	↑	↓	↑	↓
69,167.01	0.73	3.04%	1.10	0.12%	78.35
↓	↓	↑	↓	↑	↓
98%	24%	585%	35%	10%	31%

structure

+ AD GROUP		Edit ▾	Details ▾	Bid strategy ▾	Automate ▾	Labels ▾							
<input type="checkbox"/>	<input type="checkbox"/>	Ad group	Campaign name	Status [?]	Default Max. CPC [?]	Clicks [?] +	Impr. [?]	CTR [?]	Avg. CPC [?]	Cost [?]	Avg. Pos. [?]	Converted clicks [?]	con
		Total - all ad groups				2,503	68,101	3.68%	\$2.27	\$5,690.41	2.0	31	\$
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Biz Name	AMG - 3/25/15 - (CPC) Branding	Eligible	\$1.00 <input type="checkbox"/>	1,232	9,636	12.79%	\$0.27	\$327.70	1.0	6	\$
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Freight Brokers	AMG - 3/25/15 - (CPC) Brokers	Eligible	\$0.81 <input type="checkbox"/>	950	44,001	2.16%	\$3.91	\$3,712.11	2.2	14	\$
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Freight Agents	AMG - 010514 - (CPC) Agents	Eligible	\$1.00 <input type="checkbox"/>	151	5,108	2.96%	\$4.13	\$623.83	1.5	5	\$
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Freight Agents	AMG - 4/8/15 - (CPC) Agents (FL, CA, TX, NY, GA)	Eligible	\$1.00 <input type="checkbox"/>	116	3,785	3.06%	\$3.92	\$454.68	1.5	4	\$
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Forwarding Company	AMG - 010514 - (CPC) Main	Eligible	\$1.00 <input type="checkbox"/>	20	1,055	1.90%	\$9.59	\$191.88	2.0	1	\$
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Freight Management	AMG - 010514 - (CPC) Main	Eligible	\$1.00 <input type="checkbox"/>	12	437	2.75%	\$11.56	\$138.70	2.6	0	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	3pl	AMG - 010514 - (CPC) Agents	Eligible	\$1.00 <input type="checkbox"/>	10	1,955	0.51%	\$10.36	\$103.55	3.0	1	\$

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21%

decrease in average CPC

534%

increase in CTR

27k

saved month over month

23%

increase in
conversion rate

35%

decrease in cost per
conversion

Quality Score

Account Quality Score

8.7¹

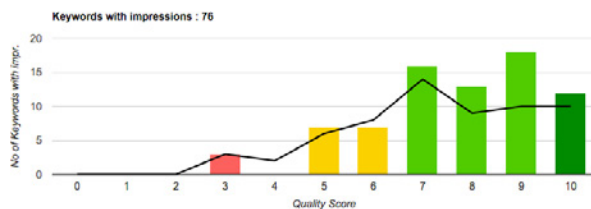


(8.6 → 8.7)¹

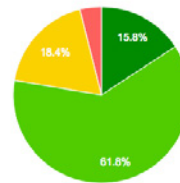
Quality Score Legend

- Exceptional (QS 10)
- Great (QS 7-9)
- OK (QS 4-6)
- Poor (QS 0-3)

Keyword Spread¹



Quality Score Distribution¹



- Exceptional (Q.S. 10)
- Great (Q.S. 7-9)
- OK (Q.S. 4-6)
- Poor (Q.S. 0-3)

Quality Score has increased dramatically, as a result of a brand new account structure focused on small groups of thematically related keywords with designated, highly relevant ad copy.

Cost Per Click

CPC dropped 21% after changing our bidding strategy to manual, keyword-level bidding. Keyword level manual bidding allowed us far more control over how much we're willing to pay for a click in each auction.

We also implemented CPA (cost per acquisition) bidding in our campaigns with higher conversion volumes. CPA bidding allowed us to bid more aggressively while maintaining a threshold for cost per conversion.

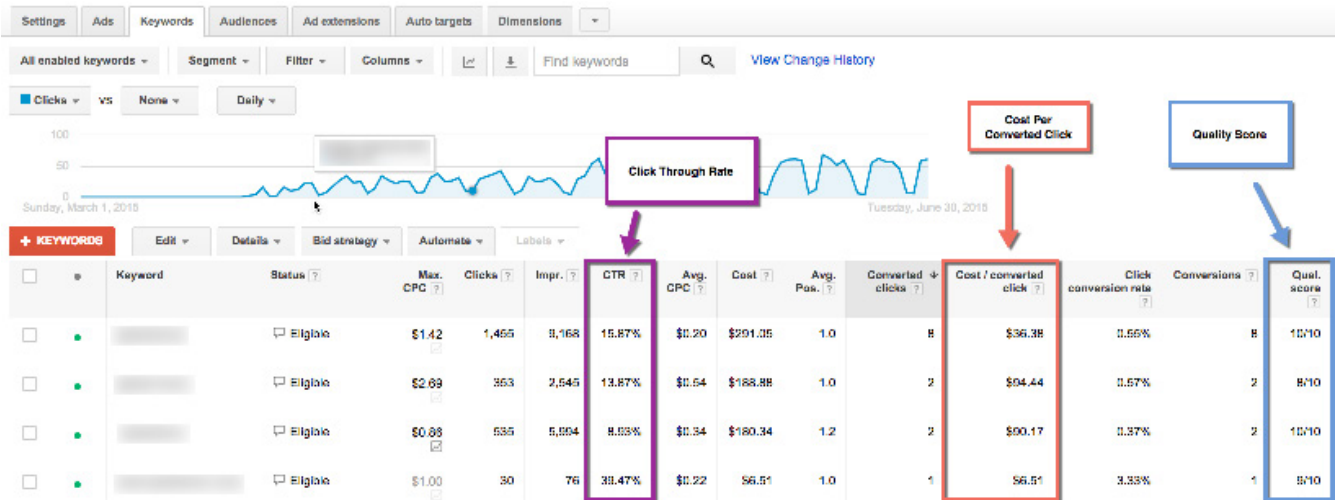
Click Through Rate

CTR has a linear relationship with the quality of the traffic we're attempting to appeal to.

The more relevant our search terms are to the core GlobalTranz services, the more relevant our ads will appear to users.

By creating keyword lists with manual bids for each keyword based on the psychological mindset each keyword represents, we were able to make sure only relevant searches would trigger our ads, thereby increasing our click through rate by 534%

Conversions



Throughout the account, cost per conversion, click conversion rate and number of converted clicks increased dramatically. This was because we now were bidding with more control over specific keywords, and managing our relevancy factors through targeted ad text and tightly themed groups of keywords.

Cost Per Conversion

GlobalTranz's cost per conversion decreased by more than half of what they were paying per lead before we began managing the account. As you can see most converted clicks came in at well under \$100, whereas beforehand converted clicks were generally costing between \$200 and \$500.

This was a major improvement that freed up additional advertising budget which helped us further enhance their ad spend.

Click Conversion Rate

A GlobalTranz conversion was a visitor submitting the "Agent Opportunity Form" and becoming a qualified agent lead.

Because we spent the time to research the types of people likely to fill out this form and the specific terms they'd be using to find it, we were able to only send more qualified traffic to the site through paid search, thereby increasing our click conversion rate.

FAQ's

If your question isn't on this list, don't hesitate to reach out!



What software and tools do you use to help you optimize, develop and manage client accounts more efficiently?

We are inherently opposed to any sort of software that automates any aspect of campaign management. Our experience has shown us that while these tools save time, no software in the world could truly replace the thoughtful analyses of an intellectual human being. That being said, there are a number of tools that assist us in our analysis and help us serve our clients in a more effective way.

OPTMYZTR® is our tool of choice for both reporting and aggregating and comparing historical data. OPTMYZR helps us run A/B and multivariate tests on ad copy and they make it easy to get an overview of account performance segmented for any key performance metric of our choice. This sort of week over week analysis helps us determine which areas of the campaigns are improving and which areas of the campaigns need more work.

We are **HubSpot** agency partners, and we are deeply entrenched in the HubSpot ecosystem for all our clients' inbound marketing campaigns. Additionally, we leverage **Marin® Perfect Audience** and **AdRoll®** for powerful remarketing beyond the Google Display Network. We work with YouTube Video Remarketing through the AdWords dashboard as well.

We use **Zoho® CRM** and **Zoho® Visitor IQ** to manage databases and to set up workflows to increase efficiency within our agency and our client organizations. **Asana®** is our project management tool of choice, allowing us to communicate with our clients and schedule and keep track of project timelines, optimizations and management tasks.

We use **CallRail®** and **IfByPhone®** for dynamic phone call tracking which

allows to go even deeper into conversion and engagement analytics than what the standard AdWords system provides.

We use **Wordpress, Magento, Shopify** and **Squarespace** to build custom website solutions for our clients, and we use **Unbounce** and **LeadPages** to create PPC landing pages.



What services above and beyond PPC management does AdVenture Media Group offer?

We offer custom web design, inbound marketing campaigns, Google shopping campaign management, remarketing management, localized marketing and conversion funnel optimization consulting. Please contact us [HERE](#) to schedule a consultation.



Which industries do you have experience with?

We've been around for a while, and we've certainly been around the proverbial online marketing block. Chances are we understand the dynamics of your niche and can leverage that experience in your marketing campaigns.

To be more specific, we have extensive experience in the following industries:

- Manufacturing
- Law
- Retail
- Ecommerce
- Restaurants
- Medical
- Hospitality
- Healthcare
- Lead Gen
- Automobile
- Insurance
- Hotels / Rentals
- Property Management
- Agency

Q

I'm not such a big company, will I still receive the attention and commitment I need to succeed?

A resounding "Yes". It's not about how much money your spending on marketing, how many employees in your company or your yearly revenue. We're committed to our fundamental principles - transparency, collaboration, commitment and intelligence - with all the work we do for each and every client.

Q

We're a large enterprise, how do I know you have the capacity and skill to manage all aspects of our marketing accounts?

We manage the digital marketing campaigns for a number of publicly traded companies, international brands doing over a billion dollars in revenue, and ecommerce sites with over 10,000 unique SKU's.

We have the team in place to handle large, demanding and complex projects and we have the skill, expertise and creative energy to get the job done with the utmost professionalism.

Q

Do you require long term contracts?

No, all of our predetermined pricing plans are month to month. The quality of our performance keeps our clients with us long term. Besides, it keeps us on our toes and eager to provide outstanding service and results.

Q

Can you provide references of current and past clients?

Absolutely! We're happy to provide references. Please send an email to info@adventureppc.com with some background information, and we'll send a handful of references right over. You can also take a look at some testimonials and reviews right [HERE](#).



**ASSUME YOUR
MARKETING IS AS
GOOD AS CAN BE**



**ASK US HOW WE
CAN ENHANCE
YOUR EFFORTS**

WHERE DO WE GO FROM HERE?

We develop both our relationships with our clients and their marketing campaigns with three guiding principles.

Transparency – a commitment to a completely upfront and honest relationship in all aspects of our partnership. Full administrative access to every account we manage, and full ownership to any creative work we do on your behalf. And if there's something we can't do or we're not comfortable with - we'll tell you.

Collaboration – a healthy respect for our own unique skills and expertise and an awareness that your input and collaborative synergy will absolutely make a profound, positive impact.

Intelligence – above technical expertise, each member of our team brings a high level of intelligence and a nuanced understanding of complex ideas and marketing concepts. It's our intelligence and creativity that truly distinguishes us from other marketing agencies.

LEADERSHIP THAT BEGINS WITH PROFESSIONALISM AT THE HIGHEST LEVEL



Contact Us Now



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[The Quality Score Conundrum](#)



[The 6 Metrics That Matter](#)

Final Words

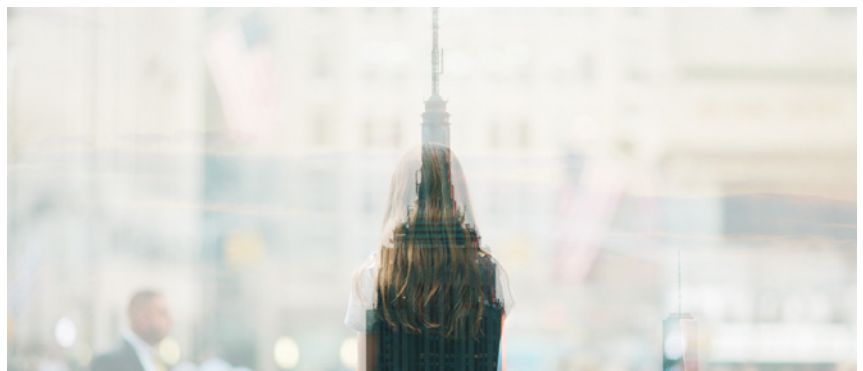
THANKS FOR TAKING THE TIME TO READ OUR CASE STUDY, AND WE HOPE TO HEAR FROM YOU SOON.

All businesses face a broad range of obstacles and struggles on their quest for effective online marketing. There's no shortage of techniques, strategies and differing "best practice" opinions. Gone are the days that a one dimensional approach to your internet presence is enough.

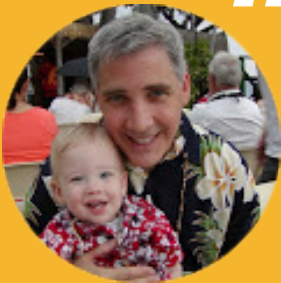
Whether you're struggling with getting new visitors to your site, having difficulty converting those visitors to leads and customers, or exploring new ways to market your brand we'd be happy to offer our advice and guidance during a no-pressure consultation.

Don't hesitate to get in touch with us when the time is right, and once again, thanks for taking the time to learn more about who we are and what we do.

Cheers,
Isaac Rudansky - co-founder



Testimonials



“

I get so much personal attention from Isaac and his team. Love these guys. They are always available to me. And they have done absolute magic with my campaigns. I sure wish I had started with them earlier”

Scott Marlow - CEO

www.surveymoneymachines.com



“

Great bunch to work with! Totally turned around our PPC and conversion rates. I recommend AdVenture Media Group to all of my friends in the E-Commerce business.”

Ruth Hearn - Ecommerce Director

www.moissanite.com

THANKS :)

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