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PERFORMANCE MEDIA

Banking and Financial Services Sector

Case Study: Search Engine Marketing Campaign for Loans



Within 3 months of contracting Webchutney - the number of leads generated monthly from the client's PPC campaign shot up by over 250% and CPL decreased by 27%.



Background

Our client is a global bank, which through its personal loans division, helps individuals buy assets, lower payments on their current mortgages, and get cash for their home's equity. For their Search Engine Marketing campaign, the marketing team was looking at lead generation through Pay Per Click (PPC) advertising, while spending less than their existing Cost Per Lead (CPL) of \$6.

Challenges

When the client came to Webchutney, they were managing their PPC campaign with a traditional media buying agency as an extension of their offline campaign, and the results left much to be desired. The cost per lead was way too high (over 15 \$), existing keyword list small (a few Hundred) and they had just enough bandwidth to barely target users from Google.

Making matters more difficult, the online loans marketplace is already significantly competitive in India, with over 8-10 national and international advertisers in the fray for top positions driving up cost of click. The combination of campaign management inefficiencies in the face of competition resulted in less than expected performance.

Solution

Webchutney Performance Media team began with researching the loans industry and behavior of the target audience which included individuals and families looking to travel, buy consumer durables, get refinance, cash for their home equity or find additional financial support. Webchutney subsequently recommended the client to expand their keyword list and include more relevant, non-branded phrases. The team was then able to efficiently re-structure the campaign by amending ad creative, assisting the client in building specific landing pages around consumer needs and accordingly directing interested users to relevant sections of the website, and most importantly improving the bidding strategy to be more aligned with the client's CPL goal.

Simultaneously using our in-house keyword generation tool and keyword optimization techniques, Webchutney was able to successfully optimize the client's PPC campaign, and ascertain the most productive combinations of keyword/position/price/time/day to bid on.

Result

The following results were achieved by the client after contracting with Webchutney

- In three months, the number of monthly leads jumped up by 250%.
- In the same time frame, CPL decreased by 27% exceeding the client's CPL goal.

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Founded in 1999 and headquartered in New Delhi, India, Webchutney is a full service interactive agency credited with being one of the pioneering Search Engine Marketing practices in Asia. Webchutney's leading edge comes from a potent mix of technology, marketing and usability expertise and a dedicated staff of 100 which boasts of some of the biggest internet companies and successful brands. From consumer goods to healthcare, from education to financial services, we have partnered and added value to search engine marketing strategies of companies around the world.

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