FINANCIAL SERVICES CASE STUDY

Accounting Services: **Cutting Cost per Click**

How a focused search campaign lowered costs and turned 1 in 10 clicks into a lead.

OVERVIEW

Client
Accounting services provider

Campaign length
One year

Products used
Search Engine Marketing (SEM)

OBJECTIVE

Increase website traffic, phone calls, and form submissions from people looking for accounting services.

81%
lower cost per click than before the campaign started.

STRATEGY AND SOLUTIONS

We built a search campaign with ad groups organized by type of accounting service, such as **personal income tax** and **business bookkeeping**, so every search was matched with the most relevant ad.

We placed **call tracking** and **conversion tracking** on the client's website to measure phone calls, leads, and site visits.

The client was so happy with the results that they **renewed the campaign multiple times**.



RESULTS

$9.22
cost per click before the campaign

$1.71
cost per click after the campaign

10.36%
conversion rate

1 in 10
clicks led to a conversion

Paying too much per click? A tighter campaign structure can change that. Let's look at yours.

Results from a single advertiser; individual results vary.