



Pay-Per-Click Campaign Revitalization Dramatically Improves Results

Increases Average CTR by 300% and Average Ad Position by 60%

McMillan Flow Products is a provider of precision flow measurement and control products. In business since 1988, McMillan produces accurate flow sensors, meters and controllers based on a variety of patented technologies.

WHAT WAS THE OPPORTUNITY?

Pay-Per-Click Campaign In Need of Revitalization

McMillan had been running AdWords campaigns for several years, but with an increase in competitors they had begun to see a decline in ad performance. With limited resources to commit to managing or revamping their campaigns, McMillan turned to Launch Marketing's search marketing expertise to increase their return on investment.

WHAT WAS OUR SOLUTION?

Campaign Optimization

McMillan's account, previously composed of a few campaigns with loosely related ad groups and generic ad copy, did not drive enough relevant traffic to the corporate website. Additionally, many of the keywords McMillan was bidding on were very competitive, and their ads were often pushed off of the first page of Google's search results.

WHAT DID WE DO?

Campaign Audit and Enhancement

Launch Marketing audited McMillan's existing AdWords campaign and saw several opportunities for improvement including creating more targeted campaigns and ad groups, improving quality scores with refined ad copy and keyword selections, and testing ad performance to optimize results. Upon implementation of these changes there was an immediate improvement in the amount of traffic received from the campaign.

As the ads were running, Launch monitored the activity and results closely and continued strategies to optimize the campaign, which included an extensive list of negative keywords, refined ad copy, and campaign structure. As a result of these strategies, qualified prospects found McMillan's website and saw what they were looking for, thus staying longer on the site. In turn, the campaign's quality score increased, giving McMillan's ads a higher position in the search results for less money.

WHAT WERE THE RESULTS?

Campaign Sees Many Improved Metrics

Improved results were noticed immediately and continued as the campaign was optimized over several months. The changes implemented by Launch Marketing enhanced several key metrics of McMillan's AdWords campaigns, including a 300% increase in the average click-through-rate (CTR) and a 60% increase in the average ad position.

Additionally, the number of keywords with average click-through-rates of at least 2% (the average for AdWords accounts) increased by 670% and the number of keywords with average quality scores from 7-10 (the range Google considers to be "excellent") increased over 3,100%.

"As a result of working with Launch, we have more insight on where our funds are going," said Philip McMillan, vice president of sales and marketing at McMillan Flow Products. "Additionally, we have been able to see performance metrics of various keywords, providing us insight into the marketplace. The campaign has also been regularly fine-tuned throughout our engagement, something that we did not have the resources to do while running the campaign ourselves."

"Throughout this engagement, Launch Marketing has been very proactive by sharing ideas for improving our pay-per-click campaigns and increasing our ROI. We have been consistently impressed with their results-focused mindset and professionalism and look forward to continued success."

Bob McMillan, President,
McMillan Flow Products

