



Pay-Per-Click Campaign Revitalization Dramatically Improves Results for McMillan

ABOUT MCMILLAN

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.

“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

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 SEO expertise to increase their return on investment.

The Solution: Campaign Optimization, Audit and Enhancement

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.

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

Launch’s audit and strategy implementation resulted in a

300%
increase in ad click rate

Additionally, Launch’s efforts to overhaul McMillan’s PPC campaigns resulted in a:

- ↑ **60%** increase in average ad position
- ↑ **670%** increase in number of ads with >2% click rate
- ↑ **3100%** increase in ads with an “excellent” quality score



OPTIMIZED PPC EFFORTS

- *audited existing campaigns*
- *recommended integrated approach for competitive keyword campaigns*
- *improved quality scores of ads*
- *monitored and tested ads to improve performance*

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.

The Results: Campaign Sees Significant Improvement in Short- and Long-Term Results

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."

