



Launch Delivers Search Engine Marketing Results

ABOUT OUR CLIENT

Launch's client is a mid-market security organization that protects devices, data, applications and users from evolving cyber threats with proprietary technology, algorithms and expertise.

*“Launch’s partnership with the organization’s Demand Gen team led to an over **260% improvement** in click-through rates...”*

The Project

When Launch's anonymous client recognized an opportunity to elevate its search engine marketing efforts, they looked to Launch Marketing to provide advisement and execution for their pay-per-click (PPC) campaigns and to increase their organic web traffic via search engine optimization (SEO).

The Results

Launch developed and executed an array of PPC campaigns for this mid-market security organization that delivered more than 1.5 million annual impressions. Launch also analyzed results and engagement data to identify high-performing keywords and ad direction as well as negative keywords and demographic inclusions that were previously delivering low value impressions and limited clicks.

To improve search engine optimization efforts, Launch helped the organization redefine their keyword phrase targets and audited their website (along with those of key competitors) to identify benchmarks and opportunities for quick ranking wins. This resulted in the brand moving ahead of competitors on 6 focal keyword phrases in the first 90 days of the program. Launch also advised on deeper site architecture and publishing processes that could be modified to apply SEO best practices for new gains.

Launch worked with the client on:



LEAD
GENERATION



ADVERTISING



DEVELOPED ROBUST SEO STRATEGY

- *built an array of PPC campaigns*
- *analyzed and optimized keywords*
- *moved ahead of competitors on 6 focal keywords*

Launch's partnership with the organization's Demand Generation team led to more than a 260% improvement in click-through rates, as well as significant improvements in Quality Scores and Cost-per-Click for their PPC campaigns. Additionally, Launch provided guidance on campaign tracking mechanisms for better visibility of conversions and overall campaign performance. In just the first three months of search engine optimization work, Launch helped their brand move up more than 150 spots in ranking for priority keyword phrases and illuminated the focal points of competitors in the marketplace. With momentum and effective measurement now in place, the organization is poised to continue getting more from its search engine marketing efforts.

