

# TAKING CHARGE OF LEAD GENERATION

## ABOUT BLUEPAY

BluePay is a leading provider of technology-enabled payment processing for merchants and suppliers of any size in the United States and Canada. Through physical POS, online, and mobile interfaces, as well as CRM and ERP software integrations, BluePay processes business-to-consumer and business-to-business payments while providing real-time settlement, reporting and reconciliation, along with robust security features such as tokenization and point-to-point encryption.

## STRATEGY

- Decrease costs over time by improving clickthrough rate (CTR) and conversion rate.
- Emphasize granularity to attract the most relevant searches and avoid general traffic.
- Avoid wasted spend in competitive/expensive markets due.

- Work with client to adjust priorities based on product emphasis, industry trends, etc.

## KEY TACTICS

- Narrowed campaign scope to target the most specific, best-performing keywords.
- Continually tested ad copy to increase CTR.
- Conducted extensive keyword level bid adjustments, using hyper-targeted positioning to gain highest click total, without hurting conversion rate.
- Emphasized Exact/Phrase match keywords over Broad to avoid non-relevant traffic and improve Quality Score.
- Tested landing pages to improve conversion rate.
- Created new ad groups as demand arose in new, more long-tail keyword categories.
- Continually tested bids to identify ideal position for cost-per-lead goals.

## RESULTS

### 188% INCREASE

Lead volume increased 188 percent since the launch of our PPC campaign.

### SOLID JUMP IN CTR

Since launch, CTR increased 5.23 percent, a substantial increase given the highly competitive nature of our client's business.

## AMAZING FACT

### PPC TRAFFIC NEARLY TRIPLED

The 290 percent increase in PPC traffic is a similarly strong achievement in the heavily advertised credit card services industry.

“PPC is a strong contributor to our lead generation efforts. Straight North has worked hard to improve results month after month. I would highly recommend them.”

Kristen Gramingna, Chief Marketing Officer  
BLUEPAY PROCESSING



**STRAIGHTNORTH**

Make every click count.®