

# CASE STUDY

## PAY PER CLICK & GOOGLE ADWORDS CAMPAIGN



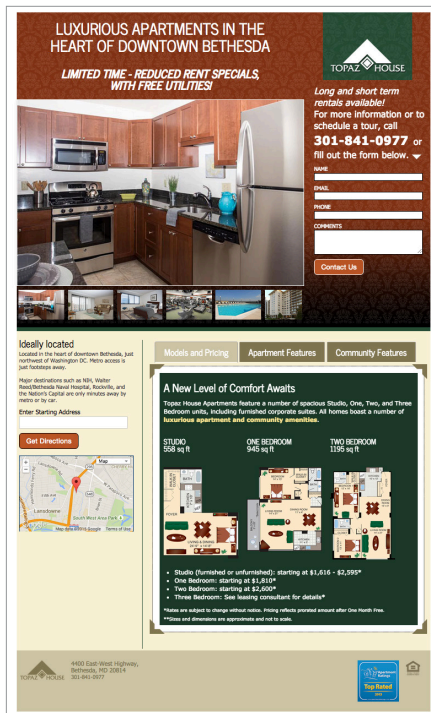
## CHALLENGE

Topaz House was working with a national agency who was driving low-quality traffic through their paid search campaigns, returning poor ROI for their spend. Their PPC campaign was providing high traffic, but no conversions/leases.

Topaz House is an apartment community in downtown Bethesda, MD, offering spacious units at a value that other luxury Bethesda apartments do not. Topaz House has apartments ranging from efficiencies to 3 bedroom units, as well as furnished corporate apartments with options for short-term leasing.

### CASE BACKGROUND

Millennium Marketing Solutions has built two websites for Topaz House and has managed their on-going SEO campaigns for several years, but Topaz House was using a national agency for their paid search marketing. This national agency was providing traffic through high PPC spend, yet there were very few conversions (form submissions and phone calls). The high cost of unqualified traffic resulted in low occupancy rates.



### SOLUTION

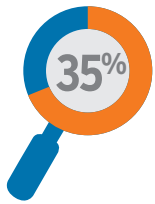
In January 2015, Millennium took over the PPC marketing campaign for Topaz House. Without having historical data openly shared from the previous agency, Millennium did extensive keyword research and market analysis to create campaigns that targeted their ideal resident. Our initial goal was to eliminate the low-quality traffic, while driving an increase of traffic likely to convert into new leases.

Campaigns were strategically created according to apartment needs that Topaz House is capable of filling. Because the specific needs of someone looking to live near the National Institutes of Health differ from someone looking for short-term corporate housing, Millennium made sure that the different campaigns had separate budgets and tailored ad copy to most effectively reach their target audience.

After the strategy was set in place, Millennium focused on building a strong landing page that was designed to convert visitors into residents. Using best practice conversion optimization strategies, Millennium created and continually tests many different elements of the landing page. Using heat map tools to measure user behavior, Millennium monitored engagement and made changes to improve both the user experience and lead generation.

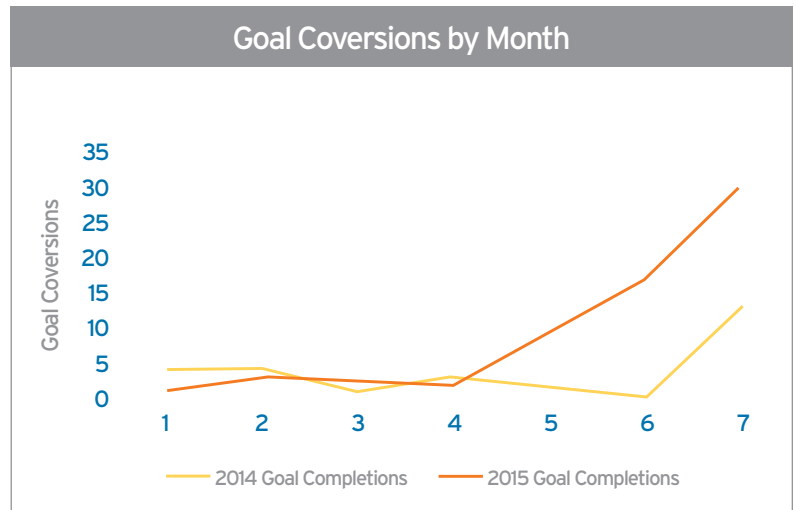
## RESULTS

Over the first half of the year, bounce rate and average session duration all **improved by 19%**. During that same time, form submissions increased by 35% in comparison to the first six months of 2014. **Conversion rate increased by 111%**, an illustration that the paid traffic Millennium was delivering to the Topaz House landing page was much higher quality than before.

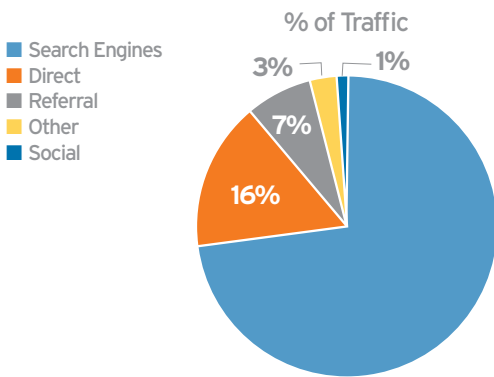


increase in form submissions

19% bounce rate improvement



Most importantly, Topaz House's occupancy increased by 11 total percentage points, an increase of 13% year over year.



## CONCLUSION

After taking over the Topaz House paid search campaign, Millennium was able to increase the amount of quality traffic, increase the goal conversions, and engage new prospective tenants in a way the previous agency was unable to, all without increasing their monthly budget.

Today, Millennium continues to manage all of Topaz House's search engine marketing campaigns, which make up a combined 72% of total website traffic.

**"Millennium has done for us what the previous agency couldn't: deliver on the promise of improved performance. Millennium has been our go-to marketing firm for many years. They came through for us in the print media days and have been equally strong in this digital era. Having all of our digital marketing in the hands of a company we trust makes all the difference."**

## KEY HIGHLIGHTS

### BUSINESS GOALS

- Expand reach within targeted demographics
- Increase qualified traffic
- Turn traffic into quality leads

### SOLUTION

- Extensive keyword research and market analysis
- Segment campaigns according to audience targeting
- Design a landing page with conversion optimization in mind

### RESULTS

- Goal conversions increased by 35% year over year
- Goal conversion rate increased by 111%
- Bounce rate & time on site improved by 19%
- Overall occupancy rate improved by 13% year over year

Interested in having us apply this same proven strategy to work for you? **Call us at 301-725-8000**