



**SMARTSEARCH**  
.....B2B.....

---



Alpha Software

## **Search Engine Advertising Case Study**

October, 2005

# Case Study

---

1. About Alpha Software
2. About SmartSearch B2B
3. Alpha's Challenge
4. The SmartSearch Solution
5. Campaign Results
6. Business Impact

# About Alpha Software

---

- Alpha Software develops cutting edge database software that enables customers to build desktop and web applications rapidly and easily.
- The company's award winning flagship product, **Alpha Five**, combines sophisticated database management and application development capabilities with an intuitive user interface.
- **Alpha Five** is used by small businesses, government users, and Fortune 100 companies.

# About SmartSearch B2B

---

- **SmartSearch B2B** is a division of SmartSearch Marketing – a full-service search engine marketing firm based in Boulder, Colorado.
- **SmartSearch B2B** provides comprehensive search engine marketing solutions designed specifically for B-to-B companies.
- Solutions include: search advertising, search engine optimization, paid inclusion and website conversion consulting.

# Alpha's Challenge

---

Alpha needed an online marketing program to achieve these business goals:

1. Cost-effectively reach targeted prospects across the world.
2. Increase the number of FREE **Alpha 5** trial software downloads.
3. Decrease marketing cost per download.

# SmartSearch B2B's Solution

---

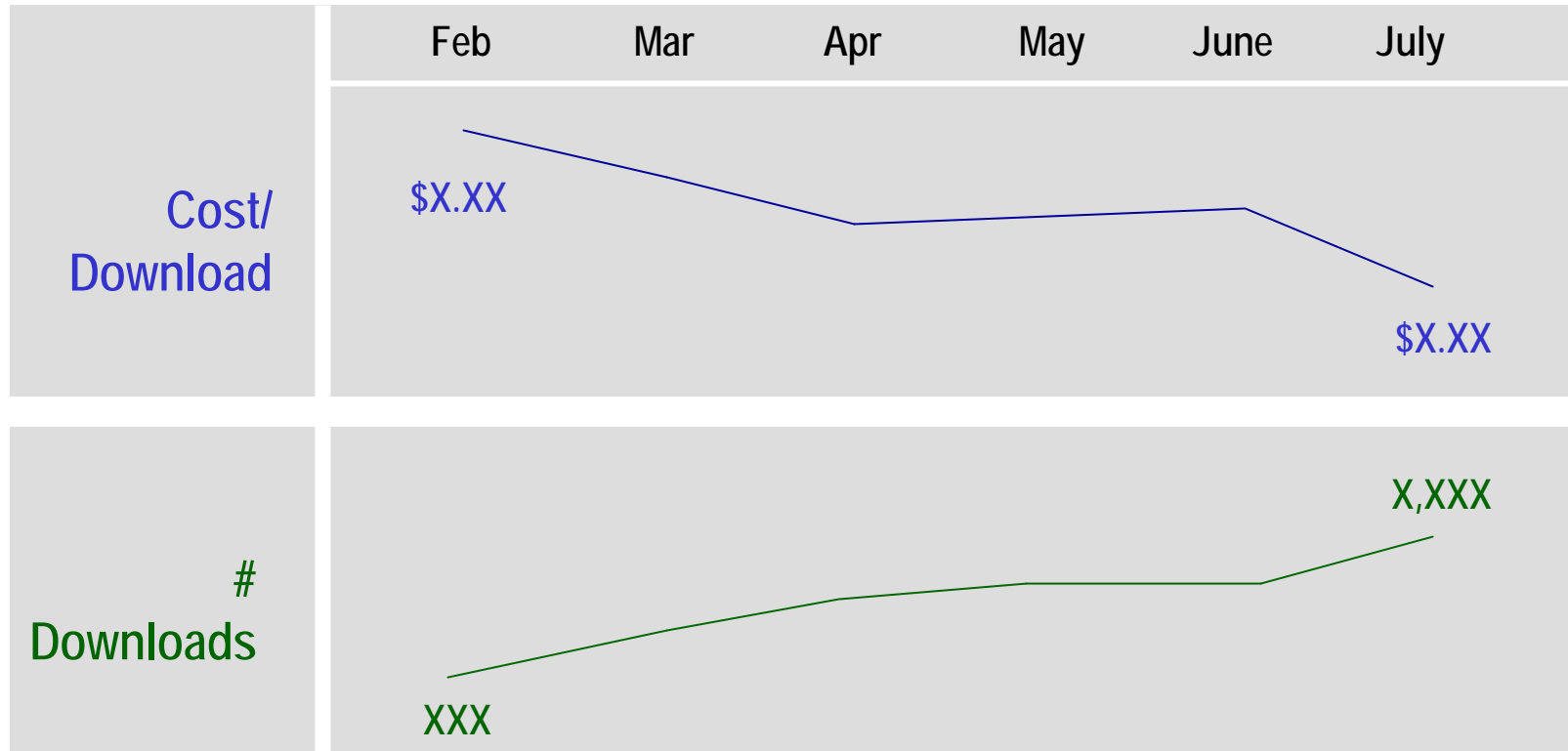
- In January 2004, Alpha hired **SmartSearch B2B** to manage a comprehensive search engine advertising campaign.
- Alpha's ads ran on more than ten search ad networks including: Google, Yahoo, MSN and Business.com.
- Campaign messaging focused on Alpha's unique selling points: ease of use, powerful applications and web connectivity.
- Search ads drove qualified prospects to Alpha's website and encouraged them to download a trial version of **Alpha 5** software.

# The Results

---

- Within the first six months of the campaign, **cost/download decreased by 53%**.
- During this same period, **the number of downloads per month tripled**.
- Details follow...

# Snapshot



# Business Impact

---

- Search engine advertising is now Alpha's lowest-cost lead generation method.
- Alpha Software continues to increase their search advertising investment and expand their campaign to capitalize on these favorable results.

# Testimonial

---

*"SmartSearch B2B has reduced our cost-per-lead by 62%!*

*We are very pleased with their ability to continually optimize our pay-per-click campaign."*

**- Richard Rabins, Alpha Software Inc**