



Landing Page Development & Testing For Conversion Improvements

client case study

January 2007

Client Case Study

Client Description:

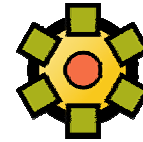
- Leading global provider of integrated enterprise resource planning (ERP), customer relationship management (CRM), supply chain management (SCM) and professional service automation (PSA) software solutions.
- Serving mid-market companies and divisions of the Global 1000
- Over 20,000 customers in more than 140 countries
- Named one of the 100 Fastest-Growing Companies in 2006
- \$290MM annual revenues
- 2,000 employees

Online Marketing Goals

- Increase number of highly-qualified website visitors
- Improve the general online experience
- Drive website interactions and improve the engagement rate
- Deliver value to various types of visitors
- Move prospects through the buying process
- Increase online registrations
- Reduce cost/registration
- Track leads through to sales
- Improve quality of online leads

Our Search Marketing Solution

➤ Targeted pay-per-click search ad campaigns.



Precision|PPC™

➤ Focused landing page creation and registration form testing.



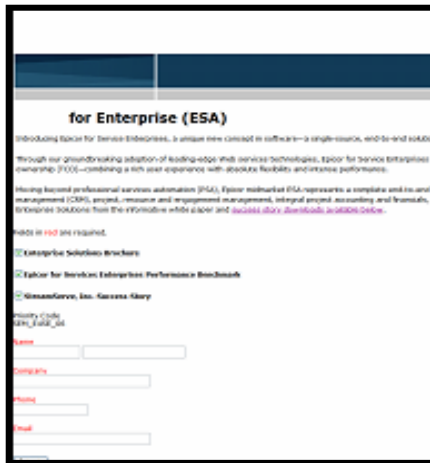
Peak^Conversion™

➤ Results tracking, with rapid, systematic continuous improvement.



ROI Excelerator™

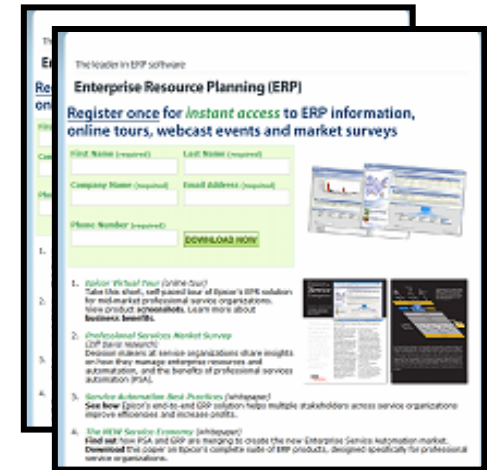
Landing Page Development & Testing



Original page

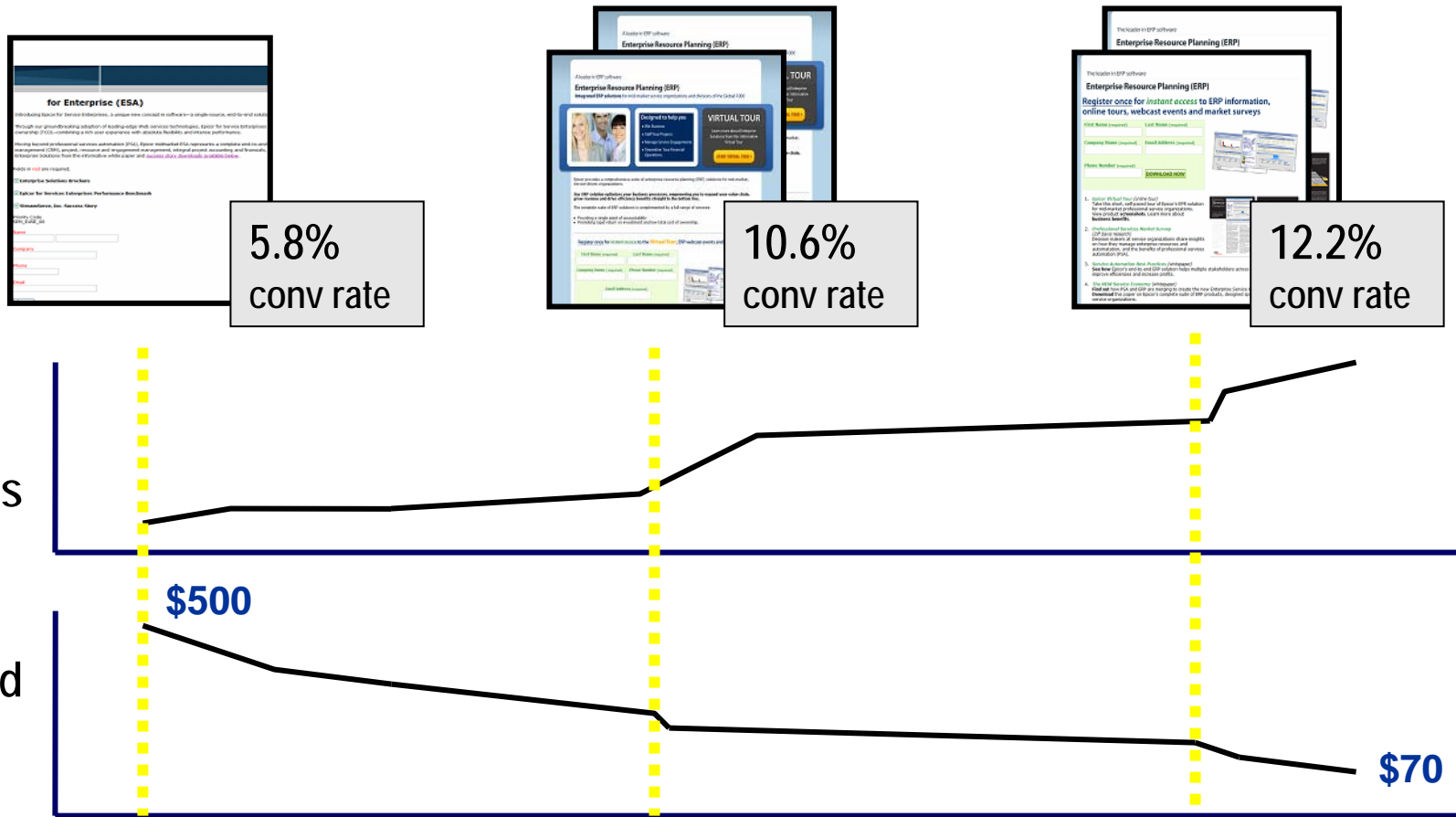


Test #1



Test #2

Track/Improve Results



The Bottom Line

- Decreased cost per lead from \$500 to \$70 in a 3 month period.
- Quadrupled the number of leads received per month.
- Integrated lead tracking with the offline sales process.
- Improved *quality* of leads over time.