

# Professional grade attribution and optimization yields 15x lifetime return on ad spend (ROAS)

## The Situation

Our client, a \$6 billion+ leader in the staffing industry used a combination of agency and in-house resources to manage a very small paid search program when PURE was brought on board in late 2016 / early 2017 to provide strategy, execution and day-to-day management of the paid search program.

The original program was created and managed somewhat 'ad hoc' with the team responding to new opportunities or attempting support areas of sagging demand.

The data and reporting architecture we inherited contained multiple gaps and synapses, making it impossible to track the impact of online advertising on their new applicants and job placements.



### The Solution

Led by SEM Director John Walsh, Google Ads and Bing Ads accounts were completely restructured to directly align with job / discipline specific searches. Landing page testing was conducted to optimize PPC session-to-applicant conversion rates.

Advanced campaign tagging was developed to integrate detailed PPC campaign performance information with client's internal CRM / ERP to track campaign performance and return on ad spend across the life of an applicant driven by PPC.

Highly segmented, internal applicant databases were made available to PPC accounts for retargeting based on history and applicant type. Programs were developed to allow select clients to leverage the platform to target high-volume, geo-specific demands for select skillset.



### The Results

The most important component to achieving the results was a disciplined campaign tagging and reporting strategy that provided clear and consistently available performance data.

The data was regularly used by cross functional teams to discuss budgetary allocations by discipline based on demand for specific skillsets.

Paid search is now regularly the largest source of new traffic to the site and consistently appears in the top 3 channels for job applications.

**Developed client's PPC channel to produce 15X-20X ROAS across the lifetime of applicants recruited from PPC.**

15X