

## YB platform's PPC challenges and business objectives:

After little success with PPC in-house, YB came to Web Sprout wanting a global PPC strategy that would generate leads, increase revenue and grow their business so they can disrupt the world of hire assessment.

As a hire assessment platform, YB tended to attract students and employees looking to practice psychometric tests instead of their ideal persona: talent & HR professionals in large organizations.

Furthermore, where YB is an end-to-end platform, competitors in the virtual assessment marketplace are specialized. This posed 2 challenges: attracting the right customer - one looking for an end-to-end solution rather than a piecemeal one - and competing against established brands that were sub-category leaders.



## PPC and initiatives employed:

With an end goal in mind - to grow YB's business - we chose to optimize their PPC campaign for high-quality leads rather than a high quantity. This PPC traffic would be more likely to purchase YB's solution and increase revenue instead of having YB misspend resources in capture/qualification stages because they aren't in the market for an end-to-end solution (e.g. students).

To optimize for quality, we developed an intent-based account structure that segmented YB's traffic into levels of buying intent: Bottom-of-funnel (BOFU), middle-of-funnel (MOFU) and top-of-funnel (TOFU). We used Semrush and SpyFu to understand the psychometric assessment keyword landscape, and to identify what competitors were bidding and ranking for organically. This meant we had full keyword coverage and could maximize the number of transactional keywords we were bidding on.

BOFU keywords indicate a high intent to buy, such as 'platform', 'tool' and 'company'. We aimed to increase visibility on all searches here, therefore BOFU keywords accounted for 55% of our allocated budget.

To nurture future prospects and build brand awareness 45% of the budget was allocated to MOFU keywords. These are keywords that, whilst highly relevant, are broader and show less transactional intent. E.g. 'pre employment skills testing' or 'cognitive test hiring'.



Best practices implemented:

- Ensuring excellent Ad Strength on All RSAs
- Using all extensions e.g. image extensions, structured snippets, sitelinks etc
- Continually testing keywords - adding / pausing - conducting regular keyword research to find new keyword opportunities
- Testing PPC landing pages
- Starting with a basis of exact and phrase match keywords before testing broad keywords
- Regular search term reports

## Creative campaign tactics:

We adopted a creative approach to Google Ads bidding that weighted each keyword and region by how likely traffic via these would convert to an opportunity.

In integrating offline conversion data with Google Ads, we could have full-funnel visibility of conversion performance, so we could leverage 'Google Ads bidding strategies' to optimize for highest quality leads.

We worked with YB to build out a value-based model for the bidding strategy to work from:

- For each lead stage, (Lead, MQL etc) we calculated a weighted value for the likelihood of each stage becoming an opportunity, as per the last 6 months of HubSpot data.
- We went one step further by calculating how this value varied depending on geographic region. From this, we came up with a modifier to help the bidding strategy understand how each region would impact a lead's value.
- With all this data we managed to move from a 'maximize conversions' bid strategy, to a 'maximize conversion value' strategy, to understand the real value of each search term based on its likelihood to produce a lead that would progress to opportunity.
- Ultimately, Google Ads bid more on keywords and regions that indicated more buying intent, to drive high-quality leads and tangible business impact for Sova.

## KPIs achieved:

After 10 months since launch in August 2021, our PPC strategy generated 84 leads for Sova. Broken down, in the 1st month we produced 4 leads and 0.3 users generated through PPC became leads, whereas during the 10th month we produced 25 leads and 0.9 users became leads - continuous optimization.

More importantly, we measured the quality of leads generated. 34 out of 84 have become SQLs and 11 have become opportunities. The value of opportunities created is £412,857, which is a 225.6% ROI: Tangible results to grow YB's business.