



SUDDEN FLOW OF NEW CUSTOMERS

UNDERSTANDING CUSTOMER INTENT.

GLOBAL B2B ENTERPRISE TECHNOLOGY PROVIDER CITRIX ASKED US TO AGGRESSIVELY GROW THEIR DIRECT ACQUISITION EFFORTS...

We were tasked with driving (at a minimum) of 20% YoY inquiry growth – while keeping budgets flat

“We were able to modernize our search program at Citrix. Moving to an intent-based strategy, we aligned offers, landing pages, and KPIs across channels. The result? Improved engagement and user experience.” – Senior Digital Strategist, Citrix

The Strategy

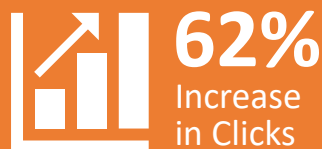
Working closely with a range of Citrix stakeholders, we implemented an extensive range of execution components in efforts to deliver unprecedented acquisition growth for our client. We begin by leveraging our intent-based framework. This is a three (3) stage framework (SEE. THINK. DO), each with separate KPIs, goals and messaging. Layered on top of this framework we look at key executional elements such as Ad Copy Testing, Bid Optimization, Global Expansion, SEO/SEM Synergy (via our patented Keyword Objects tool) and Technology Integration.

INCREASE IN YoY INQUIRIES
115%

Not too bad, considering our goal was 20% YoY

The Results

As a result we increased clicks, online inquiries, online CVR all at a reduced cost per online inquiry (-1%)



EXECUTION ELEMENTS

INTENT BASED FRAMEWORK

- A 3-stage framework developed with separate KPIs, goals and messaging for each user experience stage (SEE, THINK and DO)
- Campaigns mapped to each stage and given distinct strategies

SEO & SEM SYNERGY

- Minimized natural and paid search cannibalization
- Informed search keyword expansion w/natural search trends
- Adjusted SEM bidding based on natural search performance

BID OPTIMIZATION

- Modifying bid and budget strategies based on seasonality
- Use of secondary KPIs to measure site engagement to have a full funnel view leading up to primary KPI conversion (Inquiries)

GLOBAL EXPANSION

- Efforts in 3 regions and 3 languages aligned to Intent Framework
- 2x YOY Inquiry growth across EMEA & APAC
- Initiated expansion to China with Baidu

TECHNOLOGY INTEGRATION

- End-to-end results tracking, from click to post inquiry pipeline through coordination of Google Analytics, Marketo and Salesforce
- Acronym's patented Keyword Objects tool for SEO & SEM reporting

AD COPY TESTING

- Mix of automated (e.g. max conversions) and manual bidding
- Latest Ad (ETAs, RSAs) and audiences features (RLSA, demographics)

TECH & INNOVATION

We always take a holistic lens when looking at performance ensuring we don't analyze SEM in a silo. Our team experience is deliberately cross-functional, with day to day SEM strategists understanding and acting on holistic .com trends

We built our patented Keyword Objects technology to facilitate this. It unmask 99% of "keyword unprovided" SEO data, allowing for side by side SEO & SEM analysis.

KEYWORD OBJECTS		
CITRIX		
SEO AND PPC PERFORMANCE MAR 2019		
SEO Summary		
2,752,949 Visits <small>Visits are up 4.69% MoM but are down 10.39% YoY</small>	7,855,765 Page Views <small>Page Views are up 5.37% MoM but are down 9.9% YoY</small>	2.85 Page Views / Visit <small>Page Views / Visit are up 0.65% MoM and are up 0.54% YoY</small>
PPC Summary		
59,875 Clicks <small>Clicks are up 69.13% MoM but are down 25.39% YoY</small>	\$211,343 Media Cost <small>Media Cost is up 60.62% MoM but is down 20.6% YoY</small>	343 Trials <small>Trials are up 22.06% MoM but are down 29.13% YoY</small>



69.1%
MoM increase
in campaign clicks



20.6%
YoY decrease
in media cost



4.69%
MoM increase
site visits