



CASE STUDY

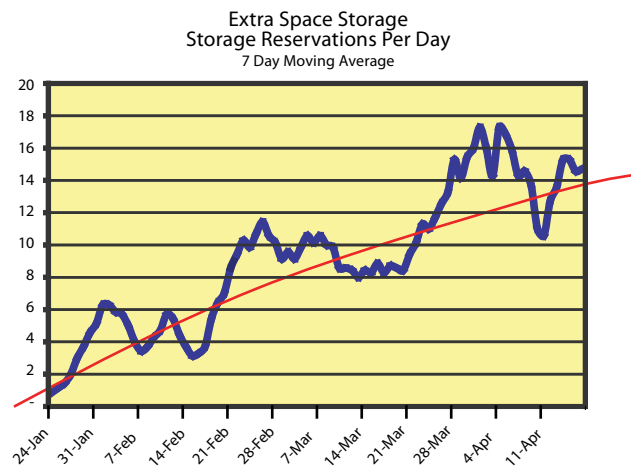
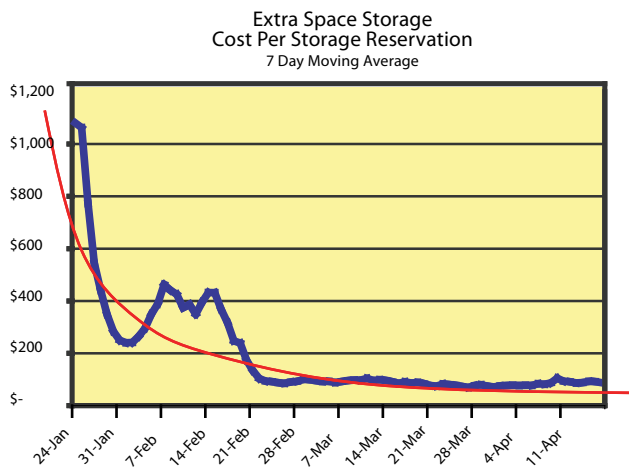


Background:

Extra Space Storage (ESS) is the second largest operator of storage facilities in the U.S. Their initial paid search program prior to meeting SendTec was generating a "reservation" for units (sales) at \$1,100. While this cost per conversion was profitable for ESS, they realized there was an opportunity to improve results significantly with an improved paid search strategy.

Challenge:

SendTec initially faced bid, position and copy challenges based on the program's structure. Additionally, while ESS had a national imprint with their locations, they actually serviced about 60% of the country. A geo-targeted strategy was then required as research showed that customers generally sought out storage space facilities within a five mile radius of their homes or businesses.



What We Did:

SendTec developed and implemented a three phase plan, with the goal being to cut the \$1,100 reservation cost by 50% within 90 days.

As the first part of this three phase program, we greatly expanded the keyword list and rewrote the majority of the marketing communications to keep bids steady. Within two weeks, the cost per reservation plummeted to \$600, a little over half the starting point. At the second phase, the following two weeks, we implemented bid and position management strategies while adding a geo-targeted component. These strategies resulted in a further reservation reduction to \$325. And finally, for phase three, the last step involved major changes to the landing page, the marketing communications on the site as well as navigation and the reservation path. This exercise resulted in the reservation cost coming down to \$84.

Results:

We bettered our strategic plan with ESS by lowering the 'cost to acquire' a reservation by 72% in 90 days. We continued to gain from our learning as we project even further reductions in their CTA. This case illustrates the importance of looking at the entire paid search continuum through the eyes of the consumer: keywords, copy and landing page. When all are in harmony, the results can be spectacular.