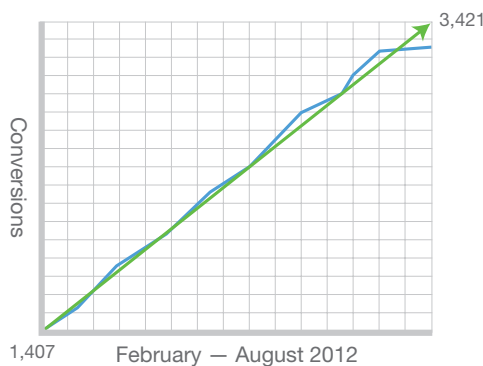


**Vickie Milazzo Institute**  
**Online Advertising Optimization Program**

- COMPANY** ■ The leading education provider for Certified Legal Nurse Consultants
- AUDIENCE** ■ RN's that want to supplement their current income or pursue a new career
- CHALLENGE** ■
  - This training was a big-ticket purchase requiring a large personal investment. Tight credit made this difficult.
  - Low quality scores from Google, as well as Google pausing the client's campaign caused pay-per-click (PPC) costs to skyrocket for three months
  - Landing page content and ad copy did not align. This created friction for the prospect and a very low lead conversion rate.
- GOALS** ■ Increase number of leads, while decreasing online advertising costs within a five-month period
- STRATEGY** ■ To make improvements without negatively changing the current Google PPC results, DMN3 took a phased testing approach to improve one thing at a time
- STRATEGY** ■
  - Redesign the landing page to better align with ad copy
  - Implement ad copy testing for keyword optimization
  - Monitor and analyze progress of "Cost per Lead" and "Lead Volume" on a daily basis
  - Provide weekly and monthly reporting, and make ongoing adjustments to optimize performance
- RESULTS** ■ Within three months of taking over the PPC campaign DMN3:
  - Increased Monthly Leads by more than double
  - Decreased lead cost by more than 50%

**Increase in Conversions**



**Decrease in Costs**

