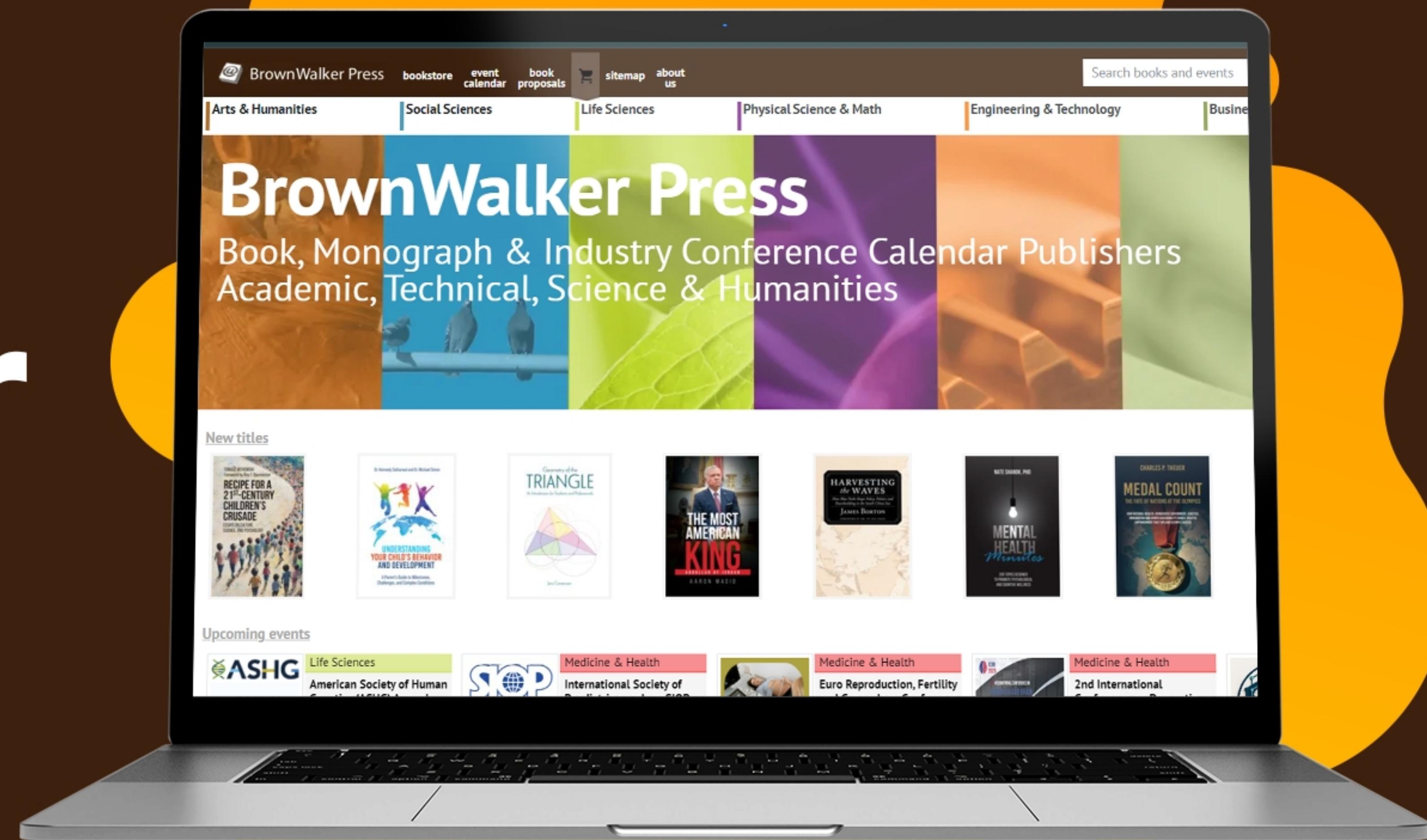


BrownWalker

Digital Marketing Case Study



ABOUT THE APP

BrownWalker Press specializes in publishing nonfiction works, including how-to books, technical guides, academic textbooks, and scholarly monographs. They cater to a diverse range of disciplines such as humanities, social sciences, life sciences, engineering, technology, and business. The company also provides a calendar for academic and industry conferences, targeting professionals and scholars in various fields. Their services are intended for authors and researchers looking to publish their work or participate in academic events.

CHALLENGES

When we first started, the campaign was underperforming due to a few key issues:

- **Traffic Quality Issues** – Campaign attracted irrelevant clicks due to imprecise keywords and misaligned ad copy, lowering CTR.
- **Weak Lead Generation** – Limited spend and broad ad groups reduced visibility and engagement, failing to capture niche audiences.



Results Achieved

After implementing our optimization strategy, the campaign achieved significant improvements:

- **Traffic Quality: 88% improvement** in relevant clicks through keyword and ad copy optimization.:
- **Lead Generation: 75% growth** in conversions driven by better targeting and refined bid strategies.
- **Cost Efficiency:** Cost per lead reduced by **32%**, ensuring higher ROI from the same ad spend.
- **Conversion Quality :** Conversion rate improved by over **70%**, highlighting stronger alignment with audience intent.
- **Campaign Health :** Optimization score increased to **84%**, ensuring long-term sustainability and better scalability.

Overall, the campaign successfully transitioned from underperforming to **delivering consistent, high-quality leads at an efficient cost.**

With these updates, the campaign started driving the right traffic, increasing engagement, and maintaining a healthy cost per conversion. The overall campaign performance improved, making sure BrownWalker Proposals reached more potential customers at an efficient cost.

- **High Cost Inefficiency** – Poor targeting and unoptimized budget led to high CPL and low ROI despite “Maximize Conversions” strategy.
- **Poor Conversion Quality** – Landing pages, CTAs, and A/B testing were inadequate, resulting in low-quality conversions
- **Low Campaign Health & Stability** – Weak setup, poor structure, and limited monitoring reduced Google Ads optimization and long-term performance.



COURSE OF ACTION

To address these challenges, **Dot Com Infoway (DCI)** implemented a structured optimization strategy:

Improving Traffic Quality

- Conduct an in-depth keyword research and pause irrelevant terms.
- Introduce high-intent and long-tail keywords.
- Implement negative keywords to filter poor traffic.
- Enhance ad copy relevance to align with user intent.

Boosting Lead Generation

- Increase daily ad spend to expand reach.
- Test multiple ad creatives to encourage stronger engagement.
- Create focused ad groups with tailored messaging for specific audiences.

Driving Cost Efficiency

- Shift bidding strategy from “Maximize Conversions” to “Maximize Clicks” for initial traffic build-up.
- Later transitioned to “Conversion Value” bidding for optimal cost-per-lead performance.
- Ongoing monitoring to balance volume with ROI.

Enhancing Conversion Quality

- Rewrote landing page ad copy and CTAs to ensure relevance.
- Directed traffic to the most conversion-ready pages.
- A/B tested messaging and layouts to match user expectations.

Strengthening Campaign Health

- Regular optimization checks via Google Ads recommendations.
- Applied best practices to improve campaign structure.
- Achieved an 84% optimization score for long-term stability.