



## Case Study

# Optimize & Maximize – Taking Paid Search to a New Level

## THE CHALLENGE

A tech startup wanted to get more from its ad spend, but was afraid it was wasting money – especially since the marketing team didn't have much experience in keywords, bidding, and ad segmentation.

## THE SOLUTION

SalientMG's four-week SEM Audit consisted of three phases:

- Analyzing the client's existing paid search campaigns in comparison to benchmarks and best practices
- Assessing the client's top competitors for ad placement, cost per click, and traffic cost
- A detailed strategic and tactical roadmap prioritized by business impact

## THE RESULTS



Eliminated **\$3,000** in wasted annual ad spend



Immediately optimized **11** poorly-performing ads



Fixed **9** foundational elements that had created an inefficient ad spend