



CASE STUDY

YOUSENDIT
INCREASES CUSTOMER
SUBSCRIPTIONS BY
70% THROUGH PPC
ADVERTISING

ENQUIRO Is now



Mediative

THE RESULTS PEOPLE™



youSENDit™

ABOUT YOUSENDIT

YouSendIt offers an online solution for independent professionals and businesses for sending, receiving and tracking large files and digital content without email and ftp limitations. YouSendIt has over 10 million users across 220 countries.

THE CHALLENGE

They needed help in developing a more robust sponsored search strategy...

Prior to initiating an SEM partnership with Enquiro, YouSendIt was running a paid campaign that drove few leads and qualified visitors at a high cost per lead of \$442. They needed help in developing a more robust sponsored search strategy that would increase the number of registrations and subscriptions while reducing overall costs.

SOLUTIONS

The Enquiro team executed a Branded vs. Non-Branded strategy that began by identifying keyword phrases that provided the most value to YouSendIt. Enquiro also created a campaign structure that was highly optimized, leveraging top performing keywords and ad messaging.

Further changes were made including developing more relevant ad copy and targeted landing pages. These were critical to ensuring continued relevancy from keyword, to ad,

through to the landing page and resulted in a significant increase to the number of qualified visitors.

As results were gathered, the Enquiro and YouSendIt teams were better equipped to make informed decisions related to keyword cost, return on investment and budget allocations. This ensures spend was shifted appropriately to maximize performance and get the most value from designated keyword spend.

THE RESULTS

... attribute that success to the expertise that the Enquiro team provides.

Enquiro effectively increased pay-per-click performance across all key performance indicators. Paid search traffic increased from 3.6% to 8.9%, cost-per-click was reduced by 18%, and the number of paid subscriptions increased by 70%.

The company's Director of Marketing, Angela Sanfilippo says, "even though we had to decrease our budget nearly 20%, through proper segmentation, targeted keywords and relevant

messaging we were able to increase subscriptions by 70% and significantly increase our return on investment. We have almost doubled conversion rates and I attribute that success to the expertise that the Enquiro team provides. We couldn't have done it without them."

Pay-per-click advertising efforts have had a cross-channel marketing impact. The correlation between organic and pay-per-click traffic is strong

with an increase in organic traffic as PPC traffic increases. YouSendIt is reporting an increase in customer acquisitions across all channels as a result of the first pay-per-click interaction. By lifting brand awareness and driving more new customers into the buying funnel, other marketing channels can nurture those leads leading to additional conversion.

“We have almost doubled conversion rates and I attribute that success to the expertise that the Enquiro team provides. We couldn’t have done it without them.”

Angela Sanfilippo, Director of Marketing – YouSendIt, Inc.

**QUESTIONS?
ASK ONE OF MEDIATIVE’S DIGITAL
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