

LITHIUM TECHNOLOGIES

CASE STUDY

Lithium

OVERVIEW

Lithium Technologies delivers awesome digital customer experiences at scale. The Lithium engagement platform enables brands to connect customers, content and conversations at the right digital moment for more than 400 iconic brands including AT&T, Microsoft, Best Buy, Indosat, Sephora, Skype, and Telstra. Lithium helps companies grow brand advocacy, drive sales, reduce costs and accelerate innovation. Lithium was seeking to increase paid search efficiencies with the hopes of scaling up their global lead generation.

STRATEGY

In order to position Lithium for expansion, BusinessOnline took a two-phased approach to optimizing their paid search efforts. Phase one involved A/B testing ad copy, bid strategies, landing pages, and target keywords, with the goal of aligning content with user's search terms to improve conversion rates. Phase two involved identifying expansion areas, including targeting additional keywords based on Lithium's new product focus and developing Campaigns aimed at competitor products.

GOALS

Lithium wanted to improve all efficiency metrics across paid search channels and scale up their presence, including:

- Increasing conversion rates, which were already on par with industry standards (~4%)
- Decreasing overall cost per lead (CPL), which was on average \$120
- Identifying areas where spend could be scaled up
- Expanding into additional international regions

SOLUTION

To meet Lithium's aggressive CPL goals and position their account for expansion, BOL:

- Wrote and A/B tested completely new ads, moving to the expanded text ad format and consistently improving top-performing ad variations
- Broke out high-performing ad groups into their own Campaigns, allowing budget to be scaled up for keywords with lower CPLs
- Refined keyword targeting to align with their product focus on social media management, social customer service, and online communities



RESULTS

As a result of paid search optimization, Lithium realized significant improvements against the stated goals:

125%

INCREASE IN CONVERSION RATE

53%

DECREASE IN COST PER LEAD

3x

**INCREASE IN BUDGET AFTER
IMPROVING EFFICIENCIES**



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SOLUTION (continued)

- Created new search Campaigns targeting users searching for competitors, using assets like the Gartner Magic Quadrant that provided third-party validation for Lithium's solutions

CONCLUSION

After BOL more than doubled Lithium's conversion rate and cut the CPL in half, Lithium decided to triple their paid search budget to further scale lead generation. BOL built on the learnings and success of their primary account by expanding into three additional international regions (NEUR, ANZ, and DACH), and have maintained these improved efficiencies across all accounts.

RESULTS

- 125% increase in conversion rate, from 3.9% to 8.7%
- 53% decrease in cost per lead, from \$117 to \$56
- 3x increase in budget after improving efficiencies
- Successful campaign expansion into 3 new international regions

