

PPC Case Study: SAP



www.sap.com

SAP provides a comprehensive range of business software and enterprise applications to empower every aspect of your business.

Adapting the downloads section (updated version on right) brought a threefold increase in the download rate

aims

Drive sales on SAP.com/Education through PPC campaigns
Increase targeted, relevant traffic from users about to purchase SAP training - first proof of concept exercise has been focused on shoulder terms

action

Creation of landing pages to access course data stored within the SAP Server farm to produce an controlled environment where Orchid Box is able to track phone calls, enquiries, PDF downloads and sales

A prominent contact box is important – as is testing fonts and sizes for conversions

result

After only 3 weeks of launching the micro site, ROI has been over 1000%, 5 times more than the current PPC campaign managed by a competitor
SAP wants now to expand the trial to head terms like “SAP training”

It is vital with a sales page to make it as smooth and easy as possible for the user to find what they want