Succeed in Search.

Information Library

CASE HISTORY

26 April 2006

Habeas.com: The Email Trust Authority

A Matter of Leads – Optimizing Organic and Sponsored Listings to Generate More Leads and Sales

Overview

Unsolicited email is a real user threat that continues to rise, and with it, costs continue to mount for ISPs that attempt to subdue the problem. However, as a result of the increased focus on online security, critical business and personal emails are being lost and deleted because they are mistaken for Spam. ***Habeas*** *focuses on identifying legitimate email while certifying legitimate email senders so that mission critical emails can be reliably sent and received - reducing costs for business and ISPs while increasing users' satisfaction.* ***Habeas*** *is the solution of choice for industry-leading businesses like:*

- *Geico*
- *Webex*
- *E-Loan*
- *Harris Interactive*

The Challenge

In 2005, even though **Habeas** had been running an e-mail marketing program, it wasn't generating a sufficient amount of leads for business expansion. The search strategy was seriously lacking – **Habeas** was not placing high enough organically to create eligible clicks and its sponsored search campaigns were disjointed and all led to a single landing page, mugging any potential for qualified results.

Overall, the cost per conversion (CPC) was unsustainable – eating into profit margins at the behest of the best of intentions to do otherwise. **Habeas** needed to reduce its CPC while utilizing existing budgets to maximize return on investment (ROI) and return on advertising spend (ROAS). **Habeas** needed "more bang for its buck."

The Solution

After aligning **Habeas**' online challenges with its business objectives and goals, in an effort to ensure that there were no redundancies or inefficiencies in future successes, the Enquiro team focused its efforts on:

- Identifying and understanding the psychographics and demographics of **Habeas**' target audience.
- Outlining **Habeas**' online best business practices.
- Analyzing conversion costs in comparison to break-even rates and sustainable profit margins.

At Enquiro, completely understanding as many elements of the business model and customer interface as possible is the surest precursor to creating effective and unique online solutions.

After refining **Habeas**' keywords to maximize search potential, the Enquiro team focused on the creation of unique content and landing pages to reinforce searcher intent and information scent (based on independent research of key target customers and potential industries for expansion) – in order to:

- increase the number of qualified leads,
- decrease abandonment rates,
- increase the number of visitors,
- and, extend the time spent per unique visit.

Value Added Benefits

By understanding core target markets, their shared behaviours and needs, the Enquiro team was able to refocus efforts and identify solutions to the root online challenge for **Habeas** – increasing awareness, acceptance, and retention. Through content and site development, tailoring user interaction, and substantially improving navigation en route to a more user-defined orientation towards conversion, the Enquiro team was able to make Habeas.com more search engine friendly, increase its page rankings, and drive up all of its online KPIs. More importantly, the Enquiro team was able to net more qualified leads, leading to an increase in offline and online sales while dramatically driving down the cost per conversion and increasing customer satisfaction – tearing down walls and paving the road for the expansion into newer and larger markets.

Next Steps

The relationship between Enquiro and Habeas continues to grow and develop – organic rankings continue to improve as new content is brought online and indexed by the search engines and new marketing initiatives are aligned with sponsored management to create and sustain a fully integrated marketing campaign, both online and traditional media- to further new business goals and objectives.

Contact Us

Contact us to see how an Enquiro Account Manager can complete a customized solution to meet your needs.

1-800-277-9997

Results

- **740% increase in monthly leads from the Website**
- **29% decrease in monthly PPC spend (over 3 months)**
- **Increase in conversion rate from .03% to 4.55% (over five months)**
- **Reduced CPC from $40 to $17 (over five months)**

Testimonial(s)

"Enquiro is delivering the kind of results that Habeas could never get in-house. Their thorough understanding of the market and attention to detail are remarkable."

Chris Brubaker
Director, Marketing Communication

Habeas
779 E. Evelyn Ave.
Mountain View, CA 94041
USA
Phone: 650-694-3300
Fax: 650-694-3301
http://www.habeas.com