



# Microsoft case study

## Case specifics:

### Background

OfficeLive was a new product from Microsoft directed to small business owners and provides small companies with a domain name, web site hosting and associated email addresses. Microsoft's objective was to maximize the number of new users (customer acquisition) and lowering the CPA (Cost per Action). The campaign had been managed for a number of months and had undergone keyword and ad optimisation prior to this project. Microsoft had been running campaigns to one standard landing page on a worldwide scale with only minor local adjustments. The campaign had global objectives and needed a continuous reduction of the CPA of new clients. Relevant Traffic suggested running tests of improved Landing Pages to increase conversion.

### Solution

To find the best working landing page an in depth analysis of the current page was conducted by the Relevant Traffic team and a usability expert. Based on the findings and expert input a variety of pages was created. Each of these pages created had a different look and feel, varying the product offer, colours, boxes, action buttons etc. These pages were then tested live for a month against the original page and each other to find out which one created the most clicks and conversions.

### Conclusion

After 4 cycles of testing and improvement, the interactivity level of the optimised page was improved by 32%. The main objective with this project was to reduce the CPA, with the best performing landing page achieving a 12% reduction in cost, the objective was reached. Moreover, they found that the more « directive » call-to-action pages performed less well and prominent call-to-action had much less effect than expected. This suggests web users are not followers but have a mind and sense of direction of their own.

### Relevant Traffic Personalised Landing Pages

Personalised Landing Pages is a product created to establish and improve how well your website achieves your set goals. Relevant Traffic's usability experts will design a set of new, optimised landing pages. They then channel visitors to different versions of your new landing pages to evaluate which one creates the highest conversion rate and the best performance. Relevant Traffic provides this simple-to-use service so you can optimise your website investment without visitors noticing. We will always stretch the importance of keeping a close eye on the constant change in search engine behaviour and adapt accordingly. With local presence and language knowledge that cover all the major European countries, Relevant Traffic is able to give all your website versions, no matter what language, the same competitive edge in both global and local search engines.

Relevant Traffic is a Pan European full service Search Engine Marketing firm founded in 1995 with offices in Denmark, France, Germany, Norway, Spain, Sweden (HQ) and UK. Relevant Traffic's mission is to maximise a client's ROI within the search market; including search engines, contextual environments and price comparison services. Clients range from large e-commerce banks and travel companies to midsize B to B companies. Relevant Traffic is third party audited by ABCe and TS.

