



WEB
BEHAVIOUR
SPECIALISTS

CASE STUDY: CLEARBLUE

\$1MM Savings Annually

Global PPC strategy with centralised management
and optimisation of SEM campaigns across
20 markets in Europe, North & South America,
Australia, Russia and South Africa




clearblue

WBS X CLEARBLUE



Clearblue

World's No 1 selling brand in home pregnancy.

Procter & Gamble joint venture, pregnancy and fertility experts for over 30 years.

Online presence

Global presence in over 40 countries on all continents

Objective

Brand awareness and website engagement

Target audience

Women aged 18-35 for pregnancy and 25-40 for ovulation products

Digital

Global management of marketing activities



The Challenge

Develop a global SEM strategy with simplified communication, quick decision-making, flexibility and making performance results visible

Global Strategy

Each of the 18 markets were responsible for their own planning, budgeting, execution & optimisation of PPC campaigns.

Visibility on results

There was little visibility into spending and campaign results because of a lack of reporting and standard performance measurements.

Implementation

Campaign implementation was slow & inconsistent, and there was little flexibility to make changes.

Centralisation

Develop an agile search hub structure for implementing SEM campaigns quickly, efficiently & consistently across countries.



The Solution

Design of a centralised search hub structure for 18 countries

1

Design & Strategy

A centralised search hub structure was designed to enable simpler and faster communication between stakeholders, which also encouraged end-to-end process ownership. WBS designed the search strategy, developed the PPC campaigns, implemented the reporting and measured the results.

2

Implementation

Following a successful five-month pilot of the search hub in 3 countries, WBS rolled out the PPC strategy with centralised management and optimisation of SEM campaigns across 18 markets in Europe, North & South America, Australia, Russia and South Africa.

3

Reporting

Daily, weekly and monthly reports were developed to measure key performance indicators, such as the volume of traffic and its quality, click-through-rate (CTR), cost-per-click (CPC) and impression share. WBS also reports to the client quarterly on all results face-to-face.



The Results

Global management of digital marketing activities

The centralised search hub proved a big success, with overall traffic increasing by 81% in the first 6 months. There was also double-digit growth in clicks in 13 of the 20 countries. The average CPC was reduced by more than 30%, generating savings in excess of \$1 MM annually. In addition, CTR improved by 25%.

As a result of the success of the search hub, Clearblue has retained WBS to manage it globally and to expand it to include other initiatives such as YouTube and Facebook advertising.

\$1MM

savings annually

81%

traffic increase

30%

decrease in CPC

25%

increase in CTR



The Testimonial



SPD commissioned WBS to develop a new global PPC strategy for Clearblue and to centralise the PPC activities for 18 countries into one hub.

The results exceeded all expectations, driving great performance improvements, while substantially reducing costs. The WBS team has been very responsive and helpful at all times, proving to be real experts in their field. They are a lovely team to work with, which also helped us establish a strong, long-term relationship that feels like we are truly one team.



Global Digital Manager | Elena Sava



About WBS

Driving business performance

We are a team of multilingual digital marketers offering a wide range of digital marketing services tailor made for your business. We help our clients meet their digital challenges & we take pride in forming lasting relationships with them. We are all about numbers and results. Here are the most important ones about us:

53

**Running campaigns
in 53 countries**

100k

**100k conversions each
year for our clients**

100%

**Google
certified team**

12

**We speak 12
languages**



Get in touch to discuss your digital marketing needs

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