



WEB  
BEHAVIOUR  
SPECIALISTS

CASE STUDY: TCP SOLUTIONS

# 86% Improvement in Conversion Rate

Set-up & management of PPC campaigns, SEO  
support & Google Analytics set-up



WBS X TCP SOLUTIONS



# TCP Solutions

European payroll and compliance specialists

TCP Solutions provide professional payroll expertise to contractors, employees, agencies and employers. Est.1994, currently in 12 countries.

## Online presence

Website in 3 languages:  
English, Dutch & German

## Objectives

Brand awareness &  
lead generation

## Target audience

Contractors,  
employees,  
agencies & employers

## Website conversions

Contact us forms  
& phone calls



# The Challenge

Increase awareness and generate leads in the highly competitive payroll industry

## PPC strategy

TCP Solutions wanted to increase awareness of their brand, bring relevant traffic to the site as well as generate leads through paid search activities.

## Conversions

They wanted to generate more leads from the website, incl. contact us forms and phone calls.

## SEO support

Additionally, they wanted to improve their organic rankings, create more content on the website and bring more traffic to the site.

## Measure results

On-site conversions were not tracked correctly, making it difficult to evaluate and justify marketing efforts.



# The Solution

Digital marketing support across different channels

1

## PPC strategy

WBS created a new PPC strategy with the main focus being lead generation. WBS monitor and optimise campaigns daily to bring the desired results. Ads, keywords, extensions, etc. are tested on a regular basis to maximise the potential of the campaigns.

2

## SEO support

WBS created a content strategy in English and Dutch. We advised on the type of content to create for the website and how to optimise it to ensure it's search engine friendly. With the new website launching a few weeks ago, WBS reviewed it from a technical perspective and recommended changes to improve the SEO further. WBS optimise the site on an on-going basis to improve traffic and rankings from the organic perspective.

3

## Google Analytics

WBS also reviewed the Google Analytics set-up and reimplemented it via Google Tag Manager to ensure all conversions and engagement elements are tracked and attributed correctly. Monthly reports have been developed to measure key performance indicators and we meet with the client quarterly to review the results face-to-face.



# The Results

## Paid & organic traffic with the highest conversion rate

After a few months of daily monitoring and optimisation of campaigns, we delivered more clicks and conversions to the website within the given budget. Campaigns are constantly optimised towards improving CTR & CPC, as well as increasing the number of conversions. Paid Search has the highest conversion rate across all channels.

Organic traffic is increasing steadily with the 2nd best conversion rate across all channels. More content is created, and the website is improved on a regular basis from the SEO perspective.

**86%**

increase in  
conversion rate

**60%**

decrease in  
cost/conversion

**35%**

increase in CTR

**35%**

decrease in CPC



# The Testimonial



We've been working with WBS for 2,5 years now and they've become an integral part of our marketing team.

Always on time,  
always exceeding target objectives  
and have shown an excellent understanding of our business,  
helping us to grow internationally  
and set bigger targets going forward.



**Marketing Manager** | Jeff Smits



# 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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