

Fact Sheet

A LSF INTERACTIVE SUCCESS STORY



LSF Interactive has an experienced and dedicated team. We have been very impressed by their attention to detail. They listened to our needs and created a customized Search Engine Marketing program to optimize our Pay-Per-Click campaigns, on both Google and Yahoo!

As a result, we have dramatically increased our online marketing ROI, reduced our cost-per-click and increased conversion rates by seven times. And they handled all the execution and billing details, which made my life so much easier.

Patricia Abi Samra
Marketing / Qualys

The Organization

Qualys provides on demand vulnerability management and policy compliance for more than 2,000 small businesses and multinational corporations - helping to strengthen the security of their networks, conduct automated audits and ensure compliance with internal policies and external regulations.

Business Situation

Qualys was buying keywords to appear on the paid search engine rankings and had created several special online offers, such as a 'Free Security Scan of your PC' to attract customers.

Online Goals

Although Qualys was managing its own online marketing program it turned to LSF Interactive to help increase the conversion rates – the number of people who actually applied for the free trial. However this had to be done without increasing its current marketing search engine marketing (SEM) spend.

The Result

With the budget fixed, LSF Interactive went to work on increasing the efficiency of Qualys' Search Engine Marketing program. Leveraging its offshore resources, LSF undertook a number of actions that would help Qualys to:

- Increase its Search Engine page ranking
- Identify and bid for the best performing keywords
- Test and edit ad messaging to optimize click through rates
- Test and edit Landing Pages to maximize conversions

Lead Generation	An increase in over 200 leads per month on the same budget
Conversion rate	Improved by more than 7 times
Savings (CPC)	Reduced the 'cost-per-click' by more than 30% in Google and twelve percent on Yahoo!
Savings (CPA)	'Cost-per-acquisition' was reduced by 60% within 6 months.