

Covario Wins Creative Media Award for Paid Search Campaign in Support of Epicor Global ERP Software

The Associated Press

Covario, Inc., the leading independent search marketing agency, won the Creative Media Award in the Online Search category with a unique paid search campaign coupled with aggressive landing page creation on behalf of its client Epicor Software Corporation and its enterprise resource planning (ERP) software offerings.

The global search engine marketing (SEM) campaign drove a 163 percent increase in conversion rates within a three-month period, along with a 935 percent return on ad spend (ROAS). These impressive results came about through the creative use of search query data and shrewd analysis of a combination of search volume, conversion volume, conversion rates, and costs per conversions.

With more than 20,000 customers in 150-plus countries and software offerings in more than 30 languages, the winning entry cited the challenge Epicor faced to effectively drive website traffic from across the globe. In 2012, this challenge led Epicor, with Covario's support, to take an analytical approach to structuring its worldwide paid search campaigns.

As an integral part of the effort, Covario also created dedicated landing pages for each geographic campaign globally, which was optimized to the specific nature of regional search queries. A combination of A/B and multivariate testing (a process by which more than one component of a website is tested in a live environment) was used to increase performance in 35 countries in 16 different languages.

Covario created 160 unique microsites across six Epicor product lines, totaling more than 600 Web pages, increasing conversions and lead volume, while driving down the overall cost per lead. In one example of testing on Epicor's North American ERP landing page, conversion rates increased from 2.25 percent to 5.93 percent within three months.

Sponsored by the OMMA (Online Media, Marketing and Advertising) organization and its MediaPost publishing arm, the Creative Media Awards are the only award competition that honors creativity in the media industry.

"The team at Covario, with the support of our progressive client at Epicor, takes

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pride in OMMA's recognition that search engine marketing can be highly creative," said Mike Gullaksen, managing director and senior vice president of Covario. "We're passionate about applying innovative strategies to search engine marketing in a true partnership with our clients that not only delights them, but enables them to exceed their sales and marketing goals."

The winning global marketing team at Epicor is lead by Celia Fleischaker, senior vice president, worldwide marketing. From Covario, the winners were Alex Funk, director, performance media; Aaron Bart, creative services director; and Christine Klimczak, account director.

Covario is a two-time winner of the Creative Media Award. Last year, the San Diego-based search agency won the same award with SolarCity for the team's innovative paid search campaign.

About Covario

Covario is the world's leading independent search marketing agency. The firm was selected by OMMA as both the 2012 and 2011 Search Agency of the Year. Covario is also the parent company of Rio SEO, the leading software provider of SEO, social media, and content marketing automation tools. Headquartered in San Diego, Covario has about 250 team members worldwide who are also concentrated in Beijing, Chicago, London, New York, Phoenix, San Francisco, Sao Paulo, Seattle, Singapore, Tokyo, and Toronto. The agency's growing customer base includes world leaders in technology, consumer electronics, retail, ecommerce, financial services, media, entertainment, publishing, and consumer packaged goods. More information is available at <http://www.covario.com>.

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