

HowNow reduced their CPL by 110% via personalised Paid Search strategies



HowNow is a learning experience platform that helps fast-growing companies onboard, upskill and nurture their employees faster, everywhere they work. It's an all-in-one learning platform for onboarding, upskilling and knowledge sharing.

HowNow wanted to cancel the volatility of their conversion rate by bringing in relevant leads. Therefore, they sought the help of TripleDart to enable Paid Search channels and grab some low hanging fruits. We started-off with Google Ads targeting the European and North American markets. We then performed a fortnightly triage on the strategies applied and tweaked them accordingly to leverage the most optimum results.

With respect to Paid Search, we increased the quality score and landing page conversion rate through personalised Ad-copies and landing pages by implementing the Single Keyword Ad Group (SKAG) technique. Besides this, TripleDart also introduced significant user qualifiers in the HowNow Ad-copies in order to bring in qualified traffic and reduce budget depletion on cold users. We further tested relevant keyword themes based on the demographics and identified the ones that performed efficiently across the UK, EU and the NA markets. Post this execution, we diligently performed monthly campaign performance audits and virtual team discussions with the HowNow team to chisel our way through the campaigns that resonate with their marketing vision.

How we did it:

- Personalised Ad-copies and landing pages with SKAG technique
- Implemented predicted performance driven campaigns across EU & NA
- Introduced user qualifiers for ad-copies
- Monthly campaign performance audit



RESULTS

▲ **3X**
Increase in pipeline MoM

▲ **2X**
Increase in MoM leads count

▼ **110%**
Reduction in CPL

▲ **5X**
Increase in the Spend <> Opportunity value proportion