Buildium | Leveraging Back-End Data to Scale Paid Search Program

Buildium® Leading Property Management Software

Buildium, a RealPage company, is property management software made for business growth. They outfit property management businesses with an intuitive, all-in-one platform (and top-rated mobile apps) that are purpose-built for their success.

"Synapse has been an invaluable partner in helping us exceed our paid search program goals. They have become fully integrated with our internal team, collaborating with us on strategy and ensuring we're taking a thorough and thoughtful approach on all aspects of our program. Synapse is always responsive, data-driven and professional and a true standout among performance marketing agencies."

- Ivy Hou, Director of Digital Marketing

THE SCENARIO

Buildium has historically invested in a comprehensive set of keyword themes in an effort to maximize sales volume as well as marketing qualified lead (MQL) volume. However, back-end sales volume, MQL to sale rate, and overall efficiency varied significantly by theme, regardless of each theme's ability to drive strong MQL volume. This indicated lead quality was inconsistent across keyword themes. Synapse and Buildium collaborated to evaluate the potential impact of more aggressively investing in top sales-producing themes and reducing investment in themes producing less qualified MQLs. This evaluation included supporting tactics to maximize the results of these top-performing themes.

THE ACTION PLAN

Synapse worked closely with Buildium to invest more heavily in its top sales producing themes, both by capturing more impression share, but also by implementing several initiatives to generate stronger results within those themes. These supporting tactics included a complete restructure to maximize Quality Score and have full control over our budget allocation and flighting, regular landing page testing to evaluate various CTAs and layouts, testing automatic bid strategies, and filtering out unqualified traffic with more aggressive negative keyword research and expansion. Increasing our investment in top performing themes, and then optimizing these themes with high-impact changes, had a profound affect on overall program performance.

THE RESULTS

By prioritizing investment based on back-end MQL and sales data (including completely restructuring the campaigns to ensure full control over our media budget allocation and flighting, and deploying on-going landing page testing), we were able to not only increase sales by 117% YoY, but also increase MQL volume by 59% YoY and decrease cost/MQL by 22% YoY. We also were able to increase traffic 26% YoY on our top performing themes while minimizing the impact on cost-per-click (+8% YoY).

-43% YoY
Customer acquisition cost
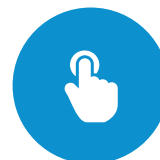
+59% YoY
Qualified leads

+117% YoY
Increased sales