

Short-term Google Ad Campaigns

An Alternative to Conference Sponsorship

Problem

A clinical trial site network was attending several conferences but were not able to secure sponsorships. They wanted to explore alternative opportunities to reach attendees and draw brand awareness to the organization.

Challenges

- The three events highlighted different aspects of the clinical trials industry and were located in different geographic regions.
- Alternative advertising at conferences can be controversial; we want to ensure positive awareness for our clients.
- Google Ads are successful for B2C, less so for B2B.

With CTRs **more than triple average** for B2B, these three Google Ad campaigns saw excellent results, building brand awareness among targeted attendees at three separate conferences while still coming in under budget.

Solution

Since Google is such a large, unsegmented search tool, it's difficult for B2B companies to make an impression. We typically recommend using LinkedIn Ads as a PPC tool since the audience is professional by default.

However, industry events bring together a highly targeted audience in one geographic location. Attendees use Google to navigate the city, find restaurants, and more. Running Google Ads at an event (in a small geographic area for a short period) has the potential to deliver results to a relevant audience and make the most out of an advertising budget.

Crossroads B2B researched, developed, and executed Google Ad campaigns:

- Conducted keyword research for each event, location, and relevant industry terms
- Curated detailed keyword and negative keyword lists for each campaign
- Developed highly targeted headlines and descriptions for each campaign
- Created a Google Ads account on behalf of the client, executed, monitored, and reported on each campaign

Results

The three campaigns ran for seven days with a total budget of \$500/campaign.

- According to WordStream, the average click-through rate (CTR) for Google Ads across all industries is 3.17%. B2B averages 2.41%. Our campaigns received CTRs from 9.74% to 12.29%, more than triple the average across industries.
- All three campaigns came in under budget, despite the high number of clicks and impressions

These campaigns impact how we recommend our clients approach PPC, particularly when it comes to Google Ads.

Campaign	Clicks	Impressions	CTR	Total Cost
Event 1	154	1.3K	11.84%	\$124
Event 2	667	5.43K	12.29%	\$416
Event 3	256	2.63K	9.74%	\$496