

With Trada, Turbine Exceeds PPC Goals, Sees 40% Increase in CTR



CASE STUDY - IMPROVING ROI

ADVERTISER

Widely regarded as the trailblazer of modern role-playing games, Dungeons & Dragons has long been a recognized name in the massive multiplayer gaming industry. Turbine, a part of the Warner Bros. Interactive Entertainment family, is known for its innovative free-to-play business model and for fostering powerful online gaming communities. Bolstered by its strong reputation and explosive growth in the online gaming market over the previous decade, Turbine created an online version of the classic Dungeon & Dragons game in 2006.

CHALLENGE

The original launch of Dungeons & Dragons Online (DDO) received a large amount of attention and critical acclaim. Five years later, Turbine decided to pursue an aggressive online advertising campaign to drive more traffic to the site and increase conversions. Turbine's past experience with PPC advertising convinced them it was a valuable channel to pursue, but also taught them that managing a campaign properly was both time consuming and challenging.

SOLUTION

The team at Turbine was thrilled to discover that Trada offered a solution that would both increase conversions and save time. Trada worked with Turbine to create a detailed campaign description and to define specific objectives. Upon launching the campaign in the Trada marketplace, a group of experienced paid search experts (Trada's Optimizers) began generating thousands of keywords and hundreds of custom ads. They employed diverse optimization strategies to boost click-through-rate (CTR) and reduce the cost-per-conversion (CPA).

RESULTS

Turbine's campaign with Trada drove unprecedented volume of qualified traffic to Turbine's targeted landing pages. With Trada's team of experts, Turbine was able to increase click-through-rate by 40% while reducing conversion costs by 16%. Turbine's Trada campaign exceeded their expectations, with 100% of Optimizers beating Turbine's CPA goals. The keywords, optimization strategies, and ad creative generated by Optimizers not only boosted Turbine's ROI, but also freed Turbine personnel to refocus their energy back on other aspects of the business.

"The Trada marketplace quickly made me comfortable enough to 'take my hands off the wheel' on paid search. Trada's paid search experts know our industry lingo and are running on all cylinders, driving high volumes to our Dungeons & Dragons online gaming service."

– Chase Huber, Director of Advertising, Turbine

Online gaming service increases qualified traffic and boosts ROI with Trada



Working with Trada freed Turbine personnel to focus their energy on their business.



Keywords, optimization strategies, and ad creative developed by Trada's experts helped boost Turbine's ROI.



Advertisers maintain control of their campaign with complete transparency in Trada's Marketplace.

CAMPAIGN STATS:

6,197
Keywords

283
Unique Ads

40%
Increase in Click-Through Rate

20%
Increase in Conversion Rate

16%
Reduction in Cost-Per-Conversion

ADVERTISE ON

Google

YAHOO!

bing

facebook

Want to know more? Learn how Trada can improve your ROI. Contact us today for a tour! e: info@trada.com p: 877-871-1835 w: trada.com