

JointSourcing in Action #1

Sales Renewal Corp. Wins Battle Against Google Adwords on Behalf of Its Client: Metro Sign and Awning

“If you had enough time and technical expertise,” says Keith Loris, CEO of Sales Renewal Corp., “this is how you would do it.”

He’s referring to a recent battle on behalf of a client that Sales Renewal waged against Google Adwords—a long and drawn-out battle that, like David against Goliath, Sales Renewal and its client eventually won.

Early Inklings

It began, quietly enough, in the early months of 2013, when analysts at Sales Renewal noticed the poor return on investment [Metro Sign & Awning](#), one of the firm’s clients, was receiving on their Google Adwords search ad campaigns.

Because Metro Sign had hired Sales Renewal under the firm’s unique [JointSourcing™ Solution](#), both Metro Sign and Sales Renewal were footing the bills for the Google Adwords campaigns. So Sales Renewal watchdogs noticed immediately when results weren’t up to par.

Sales Renewal’s team is very familiar with being the first to pick up on problems and opportunities.

- Like most clients, Metro Sign & Awning lacked the online marketing expertise to spot the problem. Sales Renewal understood this, and never expected Metro Sign to notice any such performance problems.
- The ad agency subcontracted by Sales Renewal to work the account might have noticed. But their view was narrowly focused on their cost effectiveness at generating clicks in their campaigns. As a result, rather than counting true leads or actual sales, they were examining only internal measures like CPC (cost per click) and CTR (click-through rates). According to these traditional advertising metrics, the campaigns were performing well.

Among all the parties to the project, only Sales Renewal, with its innovative **JointSourcing** Solution that shares risk and reward, and its proprietary analytics system that focuses on marketing ROI, had the expertise, tools and incentive to look into the problem.

In this case, Sales Renewal could see that the client’s cost per *true lead* (defined as: a site visitor who identifies themselves to the client, either by submitting the site’s contact form or by calling

the site's trackable phone number) was excessive and was higher than the firm was routinely generating for other, comparable clients.

Prudent Spending Cutbacks

Unable to pinpoint the source of the problem, but nevertheless wary of what they saw, in the first quarter of 2013 Sales Renewal recommended that the client cancel the previously planned ad spend increase.

By summer, 2013, even without hard proof that something was “broken” and with the internal Adwords metrics still seeming reasonable, Sales Renewal decided that the campaign's poor ROI—even if the reason why was a mystery—had to be responded to. As a result, (1) the company's CTO began a more wide ranging investigation and (2) Sales Renewal instructed the ad agency to cut the client's Google Adwords budget in half. It's worth noting that few if any ad agencies would voluntarily make this call themselves, since it would halve their fee as well (agencies are paid a percentage of their clients' ad spend).

Early Discussions with Google Adwords

The next step was to assemble all the data concerning campaign discrepancies and lay them out for Google Adwords. At first, Google responded only with a series of denials and demurrals. After protracted and highly technical discussions, the search giant offered to patch over the problem with a \$200 credit. But as part of the settlement, the client would have to agree to forgo all further complaints and claims. Sales Renewal recommended the client reject this “go away” offer, which they did.



Deeper Analysis Hits Pay Dirt

Convinced there was something more to be found, Sales Renewal's technology team put forth an enormous effort to examine all the relevant logs and pore over hundreds of lines of code. Ultimately, they pinpointed a discrepancy between the number of clicks Google Adwords was recording and the number of landing page views (displays of carefully crafted web pages in response to clicks on specific online ads) counted by Sales Renewal's proprietary analytics system.

This analysis revealed that thousands of people were clicking on Metro Sign's Google search ads, just as Google Adwords reported, but they were not seeing the corresponding landing page, as the client paid for and expected. For highly complex, technical reasons, all visitors who clicked on the client's ads saw was a “404 error” page.

In other words, Google Adwords was correct in claiming these visitors were being directed to Metro Sign’s website (the basis of their fee). However, the result of the click-through (displaying only an error page) had no value to either the visitor or to Metro Sign.

More to the point, Sales Renewal’s analysis showed that from January to September, 2013, for every ad landing page a visitor actually saw, Google Adwords was charging Metro Sign for 5.78 click-throughs.

Result: Sweet Victory

Faced with Sales Renewal’s detailed and accurate analysis, in November, 2013, Google Adwords agreed to provide an unprecedented four figure credit – enough to fund Metro Sign & Awning’s Google Adwords campaigns for six months, or longer.

Lessons Learned

1. Comprehensive data, and deep analysis of that data, can pinpoint otherwise hidden problems and make them visible to all the parties involved in the project. They can also demarcate the impact and dollar cost of those problems in terms of overall system performance.
2. Sales Renewal’s proprietary data analysis software can recognize problems that other analytical packages may overlook, particularly when individual vendors are focused primarily on their own piece of the puzzle. The firm’s larger, broader perspective offers opportunities to isolate internal inconsistencies and discrepancies. For example, Google Analytics is a free analytics package many firms use; perhaps not surprisingly since it comes from Google, it only offers analytic functionality for online marketing so cannot be used for real-world marketing campaigns.

JointSourcing Produces Win-Wins

The victory over Google Adwords was a direct result of Sales Renewal’s unique and powerful **JointSourcing** approach.



No conventional marketing service vendor—whether working in advertising, PR, social media, search engine optimization, content marketing, or anything else—would have tried this hard or gone this deeply into the weeds. Firms operating under conventional contracts have no incentive to invest the hours needed to defend and reclaim their clients’ money. But **JointSourcing** automatically aligns Sales Renewal’s economic interests with those of each client.

The result is a series of win-wins, even without the added benefit of a refund from Google Adwords.

For example, early on in its engagement with Metro Sign, Sales Renewal willingly relinquished the opportunity to bill for the time spent creating and posting Google Adwords search ads itself. Using its marketing expertise (and its economic interest in seeing client revenues increase), the inventive firm found it better to “fire itself” and hire a specialized ad agency to do that work for Metro Sign.

This is because **JointSourcing** drives Sales Renewal to evaluate whether a third-party might be able to do each specific task for a client better, cheaper, or faster. When that’s true, the people at Sales Renewal gladly step aside and hire the needed expertise, reasoning that whatever they might give up in fees, they’ll more than make up for in their share of the client’s increased commissions.

What Is JointSourcing?

JointSourcing (a contraction of ‘Joint Venture’ and ‘Outsourcing’) is a unique business model that effectively makes Sales Renewal Corporation a partner in a client’s sales and marketing success. As a partner, Sales Renewal earns commissions on a **JointSourcing** client’s revenue. The firm also pays a percentage of the client’s big ticket sales and marketing expenses such as advertising and direct marketing.

The natural result is a lighter burden on the client, and an improved level of sales and marketing effectiveness.

Simply put, **JointSourcing** allows any company to “outsource” its marketing functions to Sales Renewal, adding a new layer of marketing expertise and experience a client company can rarely equal. The firm literally functions as a “general contractor” for all the client’s sales and marketing efforts. **JointSourcing** puts Sales Renewal in position to oversee and control all the client’s sales and marketing service vendors, to replace poor performers with better ones, to upgrade performance across the client’s entire marketing effort, and to provide its clients a single responsible party to hold accountable.

Under **JointSourcing**, the client company has the freedom and opportunity to remain focused on what it does best, while Sales Renewal takes full responsibility for developing successful sales and marketing strategies, cost-effectively driving up the client’s sales volume and profitability.

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