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**Less Is More: How  
Altruist Increased  
Opportunities With  
Fewer Keywords**

Directive,







Altruist, the #1 custodian solution for RIAs, partnered with Directive to efficiently scale an already successful Paid Search program to ultimately drive more qualified leads. See how a minimized campaign structure and focus on high-intent, high-performing keywords drove more, higher-value traffic, qualified leads, and opportunities for Altruist in a matter of weeks.



# The Challenge

The team needed to see a greater volume of conversions without increasing investment in Google Ads. There were a couple key blockers:

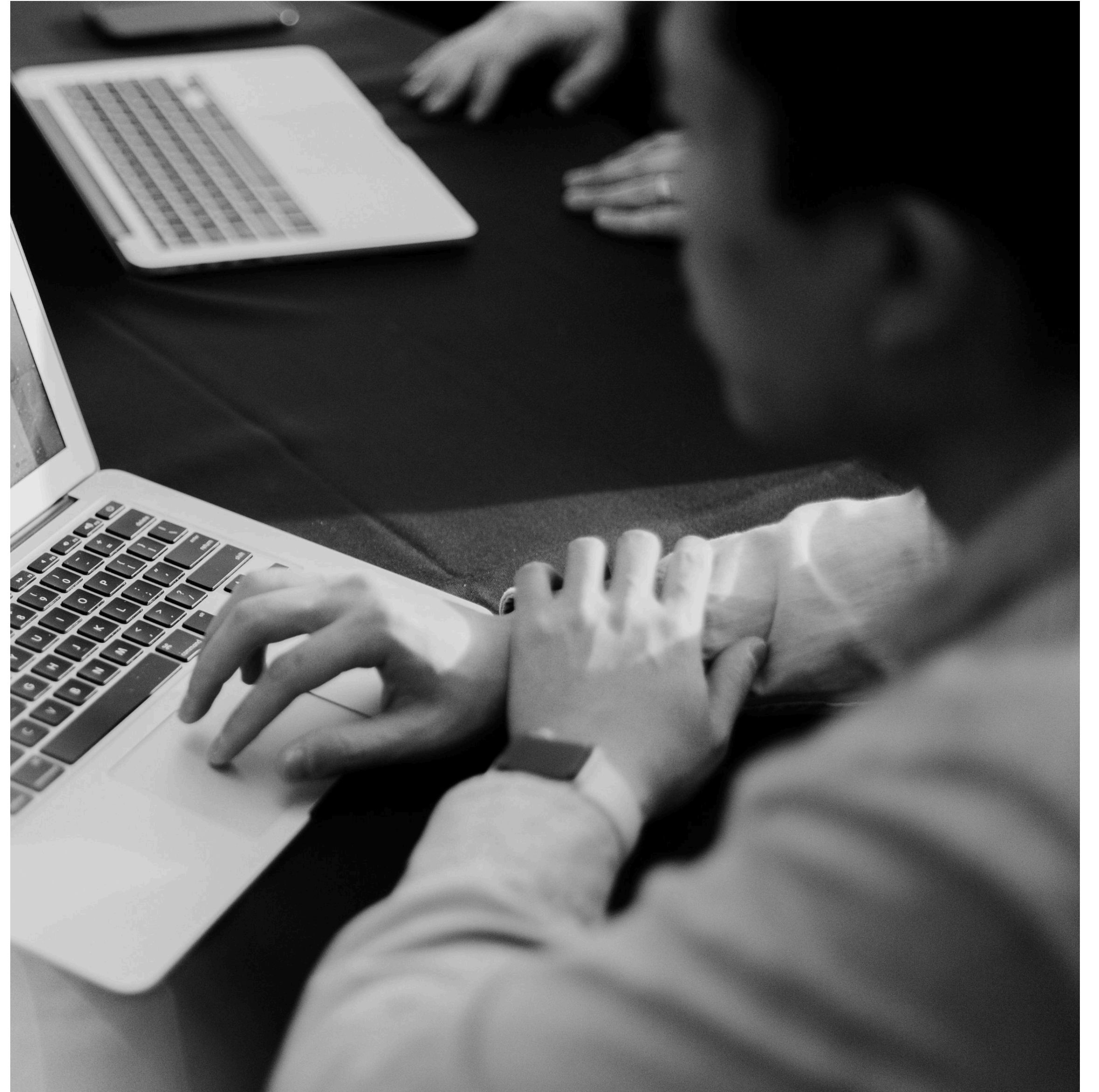
- 1. High impression and traffic keywords driving few conversions:** With over 1K keywords active, the majority drove a lot of cheap traffic to the site, but converted at a very low rate.
- 2. Over-segmented campaign structure:** With such a large number of keywords, the structure of the account was naturally segmented into redundant ad groups, limiting the capabilities of the Google algorithm to appropriately aggregate data and optimize for conversions.





# Our Strategy

Recognizing that increasing ad spend at a fast clip under the current campaign would not result in efficient growth, Directive analyzed historical performance from the previous 6 months to put together a more strategic campaign structure and keyword plan.





# 01

## Keyword Grouping

We bucketed keywords into groups to first determine which to keep, and which to cut. The “keepers” were those that fell into the “Opportunity drivers”, “MQL drivers, at an acceptable cost”, and “Cost < \$100, Clicks > 0”. Everything else was cut from the campaign plan.

Opportunity drivers

Cost < \$100, Clicks > 0

MQL drivers, at an unacceptable cost

MQL drivers, at an acceptable cost

Non-MQL drivers

# 02

## Campaign Segmentation

Once we had the list of keywords to keep, we combed through one by one to segment into campaigns, ultimately reducing the number of campaigns from 7 to 4.

# 03

## Ad Group Customization

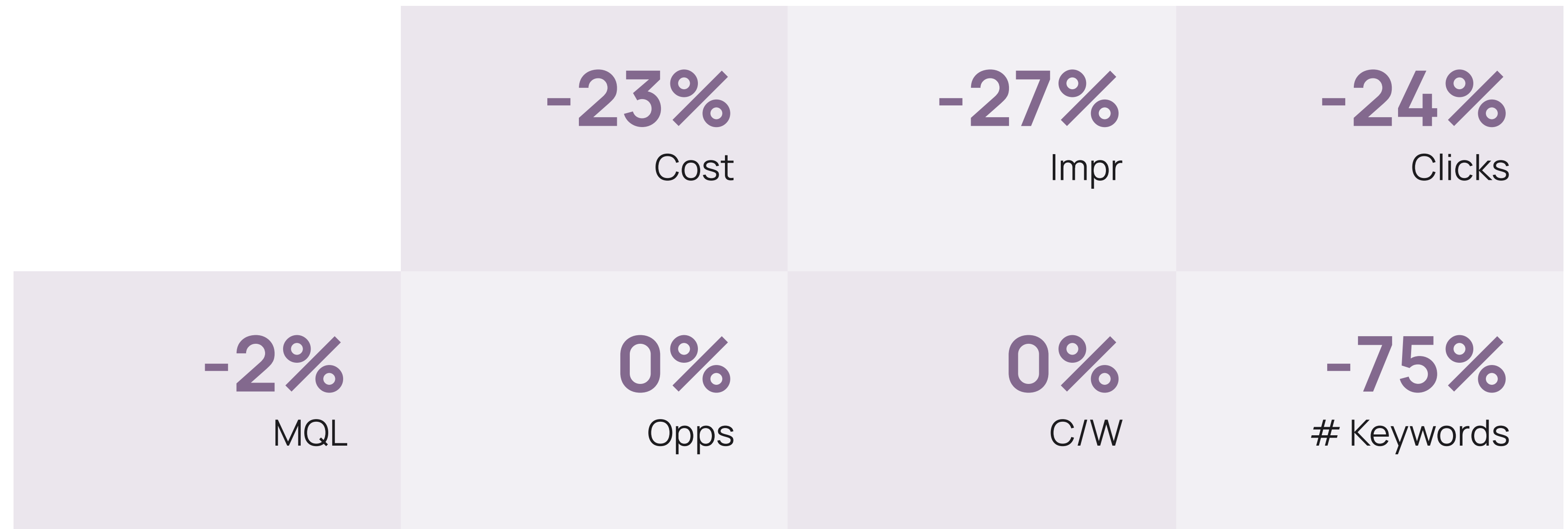
Once we had the campaigns set, we split out into ad groups, with segmentation only when required to customize the ad copy to each set of keywords.

# 04

## Impact Projection

Lastly, we put together a projected impact of the changes made, to confirm the value of our new structure and predict how spend, traffic, and conversions would be impacted with the change.

% REDUCTION WITH THE NEW STRUCTURE







# The Results

Our updated campaign strategy yielded impressive results across multiple key performance indicators, when comparing period over period:

**+10%**

Ad Spend

**+39%**

MQLs

**+17%**

Click > MQL CVR

**-21%**

Cost per MQL

**+19%**

Clicks

**+26%**

Opportunities\*

**-13%**

Cost per Opportunities



# Why It Mattered

By consolidating the account structure, we are able to provide the Google automated bidding algorithm with the best possible signals to drive scalable results.

Focusing ad spend on top-performing keywords, while typically more expensive and competitive than upper-funnel terms, pays dividends in MQLs and Opportunities, and is ultimately more cost effective than bidding on cheaper terms.





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