

# Case Study Series

## Search Optimization and Pay-Per-Click

### SITUATION

Meru wanted to dominate the market for products using a new wi-fi standard.

### SOLUTION

We launched an extensive search, display, video and retargeting ad campaign to build awareness and position Meru as the leader in this new technology standard.

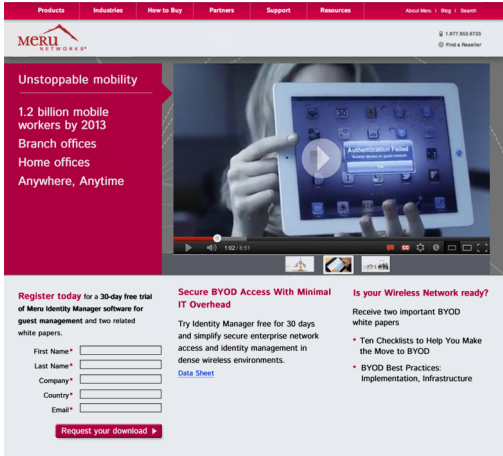
### Pay-Per-Click Results

- 594%** Inquiries Quarter-Over-Quarter
- 71%** Decrease in Cost Per Form Completion
- 127%** Increase in Monthly Phone Calls to Sales
- 86%** Increase in Monthly Video Views.

### Search Engine Optimization Results

We tackled the important challenge of improving search ranking and click-through rate (CTR) from organic search.

- The primary keyword for the new technology standard was the **top producing non-brand keyword** for Meru Google organic search.
- Meru's site **ranked 3rd in Google** for the new wi-fi standard name.



The screenshot shows the Meru website interface. At the top, there is a navigation menu with links for Products, Industries, How to Buy, Partners, Support, and Resources. Below the navigation is a video player with a play button and a progress bar. To the left of the video, there is a text overlay that reads: "Unstoppable mobility", "1.2 billion mobile workers by 2013", "Branch offices", "Home offices", and "Anywhere, Anytime". Below the video player, there is a registration form with fields for First Name, Last Name, Company, Country, and Email. To the right of the form, there are three promotional boxes: "Register today for a 30-day free trial of Meru Identity Manager software for guest management and two related white papers.", "Secure BYOD Access With Minimal IT Overhead", and "Is your Wireless Network ready?".

*"Meru hired ToTheWeb to manage our SEO and paid search advertising programs. Their SEO team worked relentlessly to help us achieve higher rankings in search engines and their work paid off many times over driving more visitors to our corporate site and generating more leads.*

*Their search engine marketing team created successful campaigns that delivered more leads for half the cost than in prior years. Their expertise and support in all aspects of paid search was invaluable to our marketing efforts."*

