

Enterprising Advertising Agency Finds Business Vertical Search Strategy Delivers Higher-Quality Leads at Lower Cost Per Click

Business.com Provides Qualified Business Leads for Sitewire MarketSpace Solutions' Client, First National Bank of Arizona

Situation

Since 1999, Arizona-based [Sitewire MarketSpace Solutions](#) has been providing its clients with strategic and innovative ways to market their businesses online and offline. Sitewire strives not only to create and manage captivating online marketing campaigns for its clients but actively looks for ways to enhance its current clients' search marketing efforts.

In November 2006, Sitewire began searching for opportunities to generate more qualified business leads for [First National Bank of Arizona](#) (FNBA). The Southwest's largest privately held, family-owned bank, FNBA offers one of the most comprehensive packages of business deposit and loan products for business owners. Though Sitewire was already advertising FNBA's services on two general search engines, FNBA wanted to be more targeted in marketing its financial services to business decision makers.

"We were looking for a viable source of business traffic to enhance our search marketing efforts," said Josh Yeager, senior account strategist at Sitewire. "As an agency, we want to delight our clients and give them a competitive marketing edge with new and creative online approaches."

Challenge

Sitewire was faced with a challenge that most business-to-business online marketers face: Once you've established campaigns on general search engines, where do you go next to attract a targeted business audience? How do you help clients improve their search marketing ROI? Sitewire began investigating advertising on vertical search engines to deliver the qualified business traffic FNBA desired. Sitewire found that compared to the general online population, [Business.com](#)'s users are 40 percent more likely to be business purchase influencers or decision makers, 80 percent more likely to have made a b-to-b purchase online in the last six months and twice as likely to be a part of their companies' senior management team.

Impressed by Business.com's exclusive taxonomy of 65,000 business categories as well as the ability to reach more than 30 million unique business users every month through the Business.com Advertising Network, Sitewire decided to shift some of FNBA's search marketing budget to Business.com. The objective was to enhance the bank's existing search marketing efforts and to see if advertising on Business.com produced the type of qualified business leads and traffic FNBA wanted to attract.

Implementation

In December 2006, Sitewire invested 25 percent of FNBA's online advertising budget in pay-per-click advertising on Business.com. During that month, Business.com generated 49 percent of the total clicks for FNBA's overall online advertising campaigns and the average cost per click was \$1.36 less than ads on the two general search engines.

Encouraged by the December results, Sitewire continued advertising on Business.com on behalf of FNBA. In January 2007, Business.com generated 57 percent of the total clicks and the average cost per click was \$1.01 less than the other two search engines. Business.com demonstrated continued success in February 2007 by generating 47 percent of the total clicks and the average cost per click was \$1.34 less expensive than ads on the other two search engines.

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Results

From December 2006 through February 2007, Sitewire saw an increase in the amount of qualified business traffic from FNBA's Business.com ad at an average of \$1.24 less than the other two search engines that Sitewire was using for its client's advertising needs.

Business.com generated more than 45 percent of the total clicks per month over the three-month-long advertising campaign. Sitewire reports that FNBA received an average of 592 clicks a month from its pay-per-click ad on Business.com. On average, the other two search engines combined only generated 557 clicks per month over the same three-month period at a significantly higher cost.

By advertising on Business.com, Sitewire ensured that FNBA's ad was being seen by qualified, motivated business decision makers interested in FNBA's deposit and loan products.

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CASE STUDY

Business.com is the leading business search engine and pay-per-click advertising network, reaching more than 30 million unique users every month. The [Business.com Advertising Network](#) includes the Web sites of some of the world's leading business publications, including *Forbes*, *BusinessWeek*, *The Wall Street Journal* and *Financial Times*.

Sitewire plans to continue using Business.com for its clients that are looking to reach business decision makers. Sitewire's experience advertising on Business.com has provided value to its b-to-b clients by supplying a consistent source for quality leads. Sitewire values Business.com's exceptional customer service and its ad campaign management system, which allows it to easily diversify and strengthen its b-to-b clients' paid search efforts.

Tables

December 2006

Search Site	Clicks	% of Total Budget	% of Total Clicks	Cost per Click
Business.com	536	26.1%	49.2%	\$0.77
General Search Engine 1	131	18.0%	12.0%	\$2.17
General Search Engine 2	422	55.9%	38.8%	\$2.09

January 2007

Search Site	Clicks	% of Total Budget	% of Total Clicks	Cost per Click
Business.com	713	36.8%	57.7%	\$0.77
General Search Engine 1	284	37.2%	23.0%	\$1.94
General Search Engine 2	239	26.0%	19.3%	\$1.62

February 2007

Search Site	Clicks	% of Total Budget	% of Total Clicks	Cost per Click
Business.com	528	24.9%	47.1%	\$0.79
General Search Engine 1	301	36.7%	26.8%	\$2.05
General Search Engine 2	293	38.4%	26.1%	\$2.20

CASE STUDY

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About Business.com

Business.com, a wholly owned subsidiary of R.H. Donnelley Corporation (NYSE: RHD), is the leading business search engine and directory and [pay-per-click advertising](#) network, serving more than 40 million business users and thousands of advertisers every month. Business.com helps business decision makers quickly find what they need to manage and grow their businesses, and enables business-to-business marketing professionals to reach these users wherever they are across the business Internet through premier partners, including The Wall Street Journal Online, Forbes, BusinessWeek, Hoovers, Financial Times and Internet.com. The company also operates Work.com, a B2B community publishing platform featuring more than 2,200 business how-to guides contributed by [business experts](#). Business.com was named to the 2006 Inc. 500, BtoB magazine's Media Power 50, Los Angeles Business Journal's list of Best Places to Work in Los Angeles and Deloitte's 2007 Technology Fast 500 list of fastest growing companies in North America.

About Sitewire

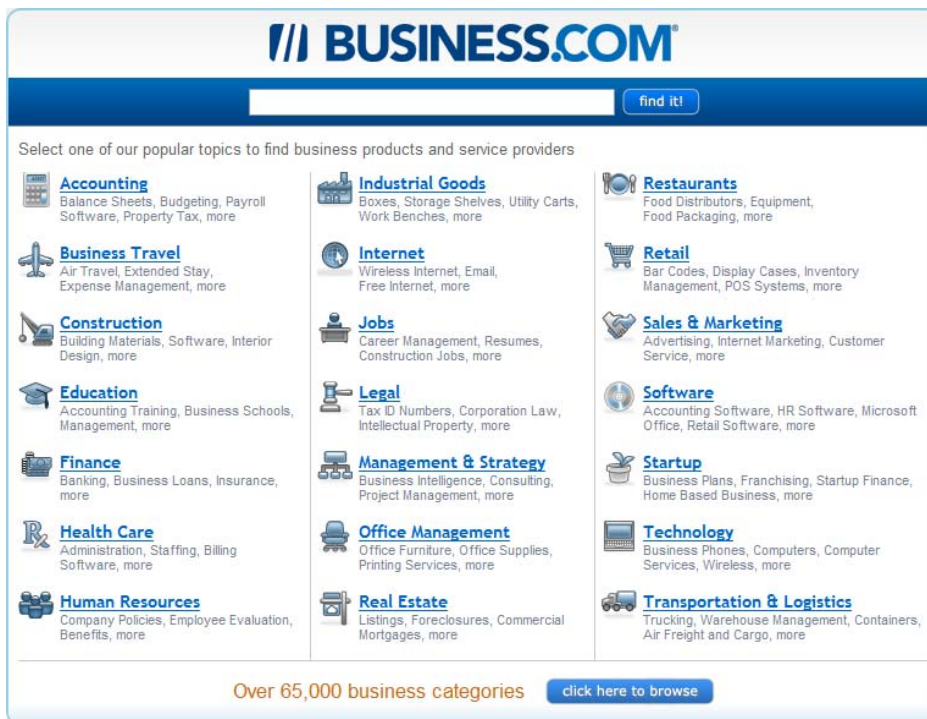
Sitewire MarketSpace Solutions, LLC, is an online marketing agency focused on offering fascinating ideas meant to ensure that a client's business is performing as powerfully as possible. By forging true partnerships with clients, Sitewire specializes in taking businesses to the next level. Sitewire's innovative search engine marketing, Web design and creative experts use proven methods and proprietary technology to cost-effectively increase Web presence and, most importantly, the bottom line. Sitewire is a proud recipient of the Arizona Companies to Watch Award, the FORTUNE Small Business Best Bosses Award and the Monster.com Spirit of Enterprise Award. For more information, please visit www.sitewire.net or call (480) 731-4884.

About Business.com

[Business.com](#) helps business decision makers quickly find whatever they need to manage and grow their businesses, and enables B2B marketers to reach these users wherever they are across the business Internet.

Business.com is **the “must buy” for B2B online marketing** as the:

- #1 [B2B website \(Hitwise\)](#) with 7 million business users/month
- #1 [B2B paid search network \(comScore\)](#) serving ads on Forbes, The Wall St. Journal, BusinessWeek, Hoovers, GlobalSpec, AllBusiness and many more
- #1 Most preferred B2B vertical search engine among business buyers ([Enquiro](#))
- #1 Vertical search engine for online marketers and agencies ([MarketingSherpa](#))



A Business.com pay-per-click ad campaign can help you reach a targeted business audience, extend your reach across other leading business sites and deliver exceptional B2B search marketing ROI. To learn more and get started, visit www.business.com/advertise or call 1-888-441-4466.