



## When Leads are never too many

“How Campus-Training achieved infinite Leads thanks to Quarizmi technology”

# Continuous, high-quality leads Is it possible?

Acquiring potential customers may seem simple at first, but over time, acquiring quantity, quality, and continuous potential customers is a complex task.

There is no doubt that Google Ads is an ideal platform for gaining potential customers. However, at the same time, it has fierce competition, complex management, and resource requirements. If we want always to stay up-to-date, then we focus.

Standing out among millions of advertisers and getting to the top of the initial results page is getting more and more complicated every day. Similarly, bidding on keywords that can bring the qualified traffic you need is getting more expensive every day.

But of course ... the answer to the question is YES!

It only remains to know: how did Quarizmi get it from day one?

**Campus-Training is fully aware of these dangers when contacting Quarizmi.**

**The goal is obvious: grow as much as possible. The education industry is very competitive and needs to stand out and attract audiences.**

**Quarizmi understands the problem and accepts the challenge. During the four years of our cooperation, growth has continued.**

**Today, Quarizmi activities generate 50% of potential customers that Campus-Training receives every month. A goal is much higher than the initial set.**

Campus-Training is the Spanish leader in open training.

Its team of more than 300 professionals provides training oriented to job immersion.

Their effectiveness in job placement, the success of their pedagogical methodology, and the quality of their education programs differentiate and make them unique.



# The Campus-Training group wants us to collaborate on all its accounts. **Here's why!**

The Client establishes that to consider our collaboration a success; two objectives must be met:

- Increase the number of Leads
- Contain the CPA within parameters that they establish

The Customer can manage all the potential customers he receives and hopes to increase their number significantly. As long as the CPA maintains the target, the budget is not a problem.

Education is a complex vertical field in which there are large offers, which are difficult to distinguish.

However, this fact is far from a problem but allows us to demonstrate our capabilities.

In this highly competitive field, the Long-Tail is a cruel opportunity, which is why vertical education suits us like a glove.

**Quartz can generate brand new keywords to bring customers, additional potential customers.**

In addition, while customers keep their activities running, our activities run in parallel. Not only to adapt to goal setting but also to help existing goals continue to develop.



"We rely on Quarizmi to achieve our growth goals. After so many years, they have become an indispensable member of the team."

**Axel Hinojosa**  
Head of Digital Advertising

# The Long-Tail is the **perfect strategy** to achieve the Client's objectives

In this Client, our objective is the creation of Google Ads campaigns focused on the Long-Tail that meet the following requirements set by the Client:

- Leads growth by 20%  
Adjustment of the CPA to the one established by the Client
- Quarizmi gets down to work and manages to achieve the Client's objectives in a short time

Every Customer is unique to Quarizmi, and so is the strategy it applies to every event. Everything is personalized so that the goal can be achieved in the shortest possible time.

In a highly competitive vertical industry like education, our technological achievements have been outstanding.



your long-tail keyword here |

## GOAL 1

### Grow Leads by 20%

The creation of totally new campaigns takes place in a few days.

After a few weeks, you can see that Quarizmi complies with the regulations and the synergy created by the new Quarizmi Long-Tail event. The Customer's activities are benefiting and growing!

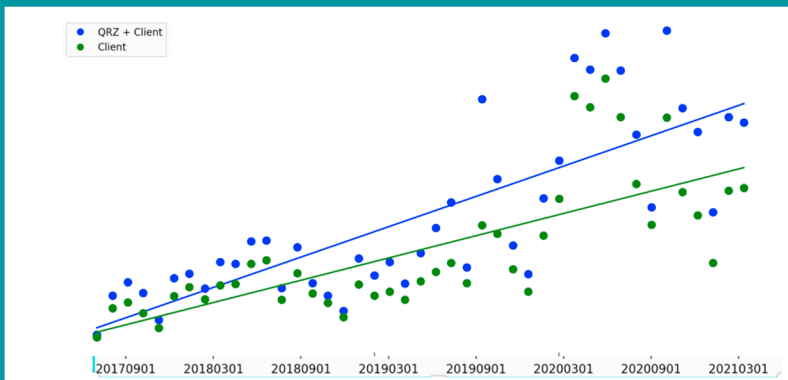
On the next page, we show a chart, which sees that the activities deployed by Quarizmi are growing, as are the actions of customers.

This shows no cannibalization or overlap of any kind between Quarizmi's activities and the Customer's activities.

On the contrary, the Client's campaigns benefit from the improvements provided by Quarizmi, such as positioning or modification of the Quality Score.

## What was the **improvement**?

From the third quarter of 2017 to the first quarter of 2021, the conversion of Campus-Training and the combination of Quarizmi and Campus-Training have not stopped growing. It should be noted that in this figure, the data corresponding to the brand activity has been excluded.



### CONVERSIONES IN PAYMENT SEARCH CHANNELS

In short, we draw two conclusions from the above figure:

#### QUARIZMI ACTIVITIES **BENEFIT** FROM CAMPUS-TRAINING

Quarizmi's entries have never interfered with the activity that exists in the account. It can be seen that the Client (green curve) shows continuous growth completely independent of Quarizmi.

#### THE TRAFFIC BRINGS QUARIZMI IS ALWAYS **NEW AND ADDITIONAL**

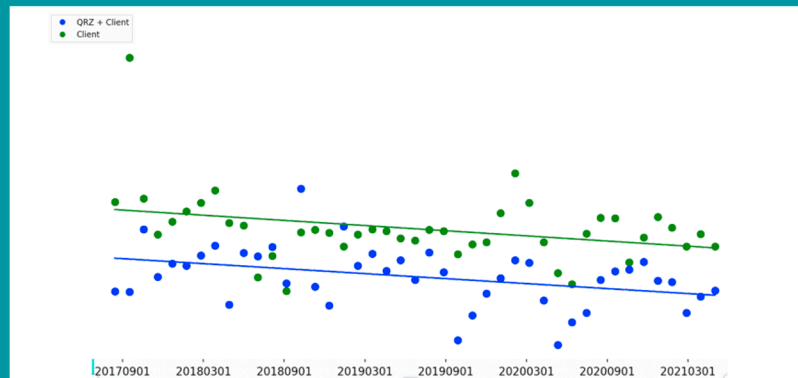
Quarizmi, from the initial moment, has contributed new Long-Tail traffic to the Client's account, showing how the difference between both curves increases over time. It is precisely that difference that Quarizmi contributed.

Furthermore, this difference grows precisely because Quarizmi's algorithms continually generate new keywords and relevant Long-Tail Ads.

## What was the **improvement**?

Our second challenge is to adjust the CPA according to the goals set by Campus-Training. Not only did we manage to change it and stay below the Customer's CPA, but the trend was consistently declining over time.

### DECREASE IN CPA



Quarizmi's CPA is always lower!

### AT ALL TIMES, WE **FULFILL** THE CUSTOMER'S OBJECTIVE

Interestingly, Quarizmi's CPA has always been lower than the CPA obtained from other activities, thus achieving the goal set by the Customer from the first day.

In addition, a downward trend has been observed in the CPA of customers and Quarizmi, which is more pronounced in the case of Quarizmi.

# Satisfied customers who grow and achieve their goals thanks to us



**The fastest-growing streetwear brand in the world.**

For four years, Quarizmi has been helping them develop and influence new markets.



**Leading Pharmacy Marketplace in Spain**

Quarizmi manages and shows PromoFarma clients the hundreds of thousands of references they have.



**The best online platform to find the ideal lawyer**

Quarizmi brings them all the potential customers they need for growth, increasing their conversion rate year after year.



**Spanish boutique hotel chain in substantial global expansion**

Trust Quarizmi to get clients to your newest hotels.



**Online service created to help readers discover new books and authors.**

Quarizmi helps them expand their market outside of the United States.



**Leader in online spirits sales**

Quarizmi managed to use its Long-Tail technology to make tens of thousands of reference catalogs visible.

And many **more!**

## Who we are and what we do

**Quarizmi is leader in the automation of Paid Search activities.** We are the perfect partner for online merchants because we focus and focus on paid search campaigns and their management through Long-Tail campaigns.

Since 2014, we have created tools that simplify the process of creating PPC campaigns.

As a start-up company focused on technology marketing, **Quarizmi AdTech is at the intersection of marketing and technology.**

Our mission is to help our clients use our technology to help them grow their client base exponentially, thanks to the power of our algorithms.

**We exist so that the digital marketing department can devote its time and resources to things that directly develop the business. We are responsible for managing your advertising.**

Given our rich experience in the PPC super professional industry, we continue to add value to our customers, providing the latest technology and innovative solutions. Dozens of customers around the world recognize it.

Our clients are online merchants with large annual budgets, and they **invest more than \$10,000 in Google Ads each month.**

We grow fast, and we are a passionate and honest team for whom **Customer is always written in capital letters.**





Do you want to sell more?

Contact us



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