

Online Applications Increase by 30% for FTSE 100-Listed Hargreaves Lansdown

“The combination of using standard AdWords management tools coupled with Google Analytics really makes all the difference in the world.”

Jenny Woolmer
ConversionWorks

Google AdWords account restructure achieves 30% growth in online applications in just 3 months for investments and pension specialists Hargreaves Lansdown.

Hargreaves Lansdown is one of the UK's leading independent financial service providers and asset management specialists. Listed in the FTSE100 and with £22.3 billion of assets under administration, they've won numerous financial awards including What Investment magazine's Best SIPP Provider and Best Investment Manager at the Financial Times.

The screenshot shows the Hargreaves Lansdown website homepage. At the top, there is a navigation bar with links for 'Free guides | Investor relations | Careers | About us | Contact us | Press' and 'My accounts | Log in'. A search bar is present with the text 'Search website, e.g. 'Open an ISA' Go' and a 'Register for online access >>' link. Below the navigation bar is a menu with categories: 'Home', 'Our services', 'Fund research & discounts', 'Share research & prices', 'Knowledge centre', 'Pensions & retirement', 'Advisory services', and 'My accounts & dealing'. A main banner area contains several promotional messages: 'New! Lower charges Share dealing from as little as £5.95 per deal', 'Mobile app HL Live coming soon', 'New to HL? Register for our free investment research', 'FREE Investment Research Receive our latest investment ideas, market analysis, tax saving tips & special offers Register now', and a testimonial from Peter Hargreaves: 'Our clients saved more than £180 million on investment charges last year. Find out how you can cut the cost of investing and boost your potential returns* Peter Hargreaves'. At the bottom of the banner, there are four boxes for 'ISA', 'SIPP', 'Fund Account', and 'Share Account', each with a brief description of the service.

The Challenge

Online advertising is a significant source of new business leads for Hargreaves Lansdown and has proven a real success story, helping the business to attract new customers.

Over time however, the increasing competitiveness of the AdWords marketplace meant that their average click costs and subsequent cost per acquisition began rising - to the point of being unsustainable.

AdWords Campaign Objectives

Hargreaves Lansdown had two objectives for the optimisation of their existing Google AdWords campaigns:

1. To decrease Hargreaves Lansdown's cost per acquisition
2. Once optimised, to grow the campaign and overall conversion volume

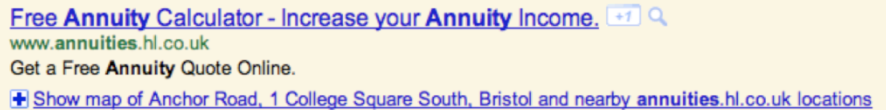
Google Analytics

Google Analytics is a free tool which shows you which sites, search engines, and keywords refer your traffic and how visitors interact with your site

<http://www.google.com/analytics/>

Approach to Optimising the AdWords Campaigns

After conducting a rigorous analysis of the Annuities campaign, it became apparent that many keyword click through rates were low due to poorly refined adcopy and a lack of targeted match types. This was resulting with low Quality Scores and in turn, inflated average click costs.



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The ConversionWorks team's optimisation strategy was therefore 100% focused on improving keyword Quality Scores in order to improve the overall cost efficiency of the campaign.

Over the course of three months, a far more granular structure was achieved with the addition of 130 tightly refined adgroups and over 500 new ads. A new match type strategy was introduced in order to reduce reliance on Broad Match in favour of more targeted options such as Broad Match Modifier.

Negative keywords were expanded significantly at both adgroup and campaign level, and keyword bids were optimised to avoid over/underpaying in certain auctions.



The screenshot shows the Hargreaves Lansdown website's 'Annuity quotes' page. The header includes navigation links like 'Home', 'Our services', and 'Pensions & retirement'. The main content area features a 'FREE annuity quote' section with a stopwatch graphic and a 'FREE annuity quote >>' button. Below this is a testimonial titled 'Peace of mind and great results from our free annuity quote service...' with three bullet points. To the right, there are sections for 'Have a question?' and 'Client case study'.

The Results

ConversionWorks achieved significant improvements in just 3 months:

- 30% year-on-year increase in online applications
- Reduction in advertising budget of 30% over 3 months