

NPR Hits Their 3 Month Goal In Just 2 Weeks With The Help of Search Bloom

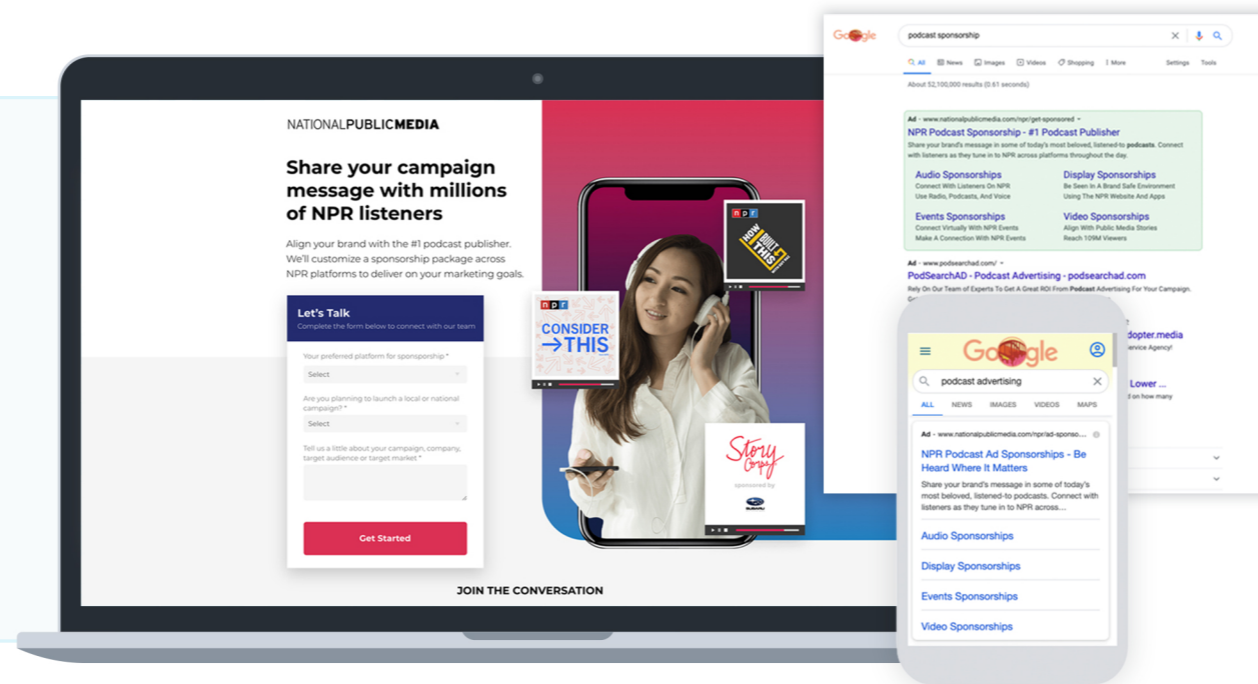
National Public Radio (NPR) is a trusted media brand whose key revenue source includes corporate sponsorships thoughtfully placed alongside their content.

National Public Media (NPM), NPR's corporate sponsorship subsidiary, reached out to Search Bloom looking for a partner that could improve their performance by lowering the cost per acquisition and increase conversion volume. Combining forces with NPM, Search Bloom started implementing their marketing plan with a performance goal to achieve within the first 3 months.

That goal was shattered in the first couple of weeks by nearly doubling the conversion rate, and 21% decrease in cost per conversion, and a 1,000%+ increase in conversion volume.

How We Did It:

- Single Keyword Ad Groups
- Attribution Research
- Attribution Modification
- Smart Bidding Adoption
- Breadcrumb Technique



"Working with Search Bloom has been so much better than what we expected at NPM. Besides them coming with energy and enthusiasm (and stellar emoji game) every day, I feel like the most important thing is that they hit our 3 month goal in just 2 weeks. And that was without them even being able to launch their new landing pages, so they did this with one arm tied behind their back. Very excited for what we can continue to do together with them."

Townsend Horvath – Marketing Manager | National Public Media

The Results

↑ **1,485%**
Increase in Conversion Volume

↓ **21%**
Decrease in Cost Per Conversion

↑ **94%**
Increase in Conversion Rate

↑ **38%**
Increase in CTR

↑ **490%**
Increase in Impressions