

WordStream

Customer Success Story

Genealogy Software Company Uses WordStream to Discover the Roots of SEM Inefficiencies

How a leading software company simplified the search engine marketing efforts, improved productivity and, in doing so, raised their Quality Score and lowered cost per conversion.

Company Background



GenoPro is a user-friendly, comprehensive software application that allows you to draw family trees and genograms that you can share with your whole family. Available in 26 languages and sold in 170 countries, GenoPro is the world's leading provider of genogram software. Customers include millions of genealogists, social workers, universities, hospitals, city councils and government agencies.

GenoPro Search Engine Marketing Grievances

Since its product is primarily sold online, search engine marketing is extremely important for GenoPro's success. The company closely measures and tracks return on investment on online advertising; approximately one third of sales are a direct result of online search marketing advertising campaigns.

By associating groupings of related keywords with meaningful ad descriptions, WordStream increased our Quality Score at Google.

As IT Director, Jean Claude Morin was spending over 10 hours per week managing GenoPro's Google AdWords account. Despite the time spent, Jean Claude was disappointed in his conversion rates, rank, and bid amounts. He was overwhelmed with the amount of work required to create high Quality Score ads, especially the tedious work involved with thinking up new keywords, organizing them, and writing text ads. Jean Claude was eager to find something to improve his ranking, lower cost per conversion and free up his time for other responsibilities.

Why WordStream?



Jean Claude Morin
IT Director, GenoPro

"I was really frustrated with the manual and repetitive work that went into managing our search engine marketing campaigns and was eager to find something that improved our productivity. WordStream was exactly what we were looking for. Although we have been using WordStream a relatively short time, the product has already shown noticeable benefits.

"GenoPro considers WordStream a great tool to automatically find highly relevant keywords by analyzing the Web server log files. Even more, it automatically categorizes newly discovered keywords—it learns more as you use it more. On average for us, WordStream discovers about




50 new keywords per day. Many of those newly discovered keywords are foreign language keywords. GenoPro is available in 26 languages and the website is translated into various languages. Thus, the WordStream tool is constantly finding, associating and adding new advertising keywords in those foreign languages, which as you might imagine, would be especially difficult to do without WordStream. On a technical note, WordStream handles well foreign alphabets, something important when dealing with a multi-lingual customer base.

WordStream simplified our search marketing campaigns and continues to play a crucial role in growing our online business.

“By associating groupings of related keywords with meaningful ad descriptions, WordStream increased our Quality Score at Google. The benefit was a net saving, ranging from 20% to 30%, on keyword bids alone. In other words, GenoPro can now bid about 20% to 30% lower than before and keep the same position in the sponsored results, or maintain the same bid and rank higher in the results. The visitors are converting to sales and our ROI is up by over 30%. Perhaps more importantly, WordStream allowed me to focus on my other tasks and feel confident that we have reduced inefficiencies due to excessively

broad matching. I couldn’t believe how easy it was to build and grow our SEM campaigns with WordStream. I’d say that I now spend only an hour per week managing our account—it’s amazing how much more time I have!

“Without question, WordStream has helped our business spend our marketing budget more efficiently, recruiting new clients with less effort. WordStream simplified our search marketing campaigns and continues to play a crucial role in growing our online business.” 

About WordStream

WordStream is a venture-backed startup engaged in providing search engine marketing software solutions for PPC/SEM and SEO. Our patented, innovative software-as-a-service applications automate the manual, repetitive work involved in search engine optimization, saving time and enabling customers to improve ROI on search marketing objectives in a consistent and repeatable manner.

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