



<http://www.HispanicMarketAdvisors.com>



**About 24/7 Card en Español**

- <http://es.247card.com>
- Headquartered in Los Angeles, CA, with operations in Manila, Philippines
- 24/7 Card delivers a worldwide network of products and benefits -- such as reloadable debit cards and access to global remittance capabilities.

**Goals**

- Connect with the Hispanic community in the US
- Increase number of 24/7 Card holders
- Grow while maintaining CPE below \$10 per cardholder

**Approach**

- PPC in Spanish to reach US Hispanics that are Spanish-language preferred or dominant
- The Avg. CPC & Cost per Conversion to be kept to a minimum while the CR & # of Conversions to a maximum

**Results**

- +3,500 new cardholders acquired in 5 months (average of 700 per month)
- Optimized Spanish-language Web pages to have High Quality Scores
- CPE average for PPC below \$10



**Case Study | Small Business: 24/7 Card**

**24/7 Card improves its lead generation funnel tapping into the US Latino market with an assertive client acquisition strategy based on PPC in Spanish**

*Hispanic Market Advisors®, Latino SEO/SEM agency, spearheads the PPC in Spanish efforts for 24/7 Card*

**The Challenge: Increase the Number of Cardholders within Budget Constraints**

It may be tempting for business executives to significantly increase their spending on Latino advertising due to the rising affluence of the ethnic group. However, before starting your PPC campaigns, there are some considerations you need to have. In Latino search engine marketing (SEM), to gauge the effectiveness of a paid advertising campaign, it is important not only to measure Cost Per Impression (CPM) & Cost Per Click (CPC), but also Cost Per Conversion and Cost Per Acquisition (CPA) or Cost Per Enrollment (CPE) metrics.

Before Hispanic Market Advisors® was contracted to work on a 6-month project for 24/7 Card, there was a full service Pay-Per-Click agency that was managing some Spanish-language ads for 24/7 Card. However, since Spanish SEM and SEO was not the former agency’s strong suit, as a result, the Spanish-language website <http://es.247card.com> was not well-optimized, and the Latino market in US was not growing fast and cost-effective enough.

**The Solution: Optimize Spanish-language Website and Build Spanish PPC Ad Campaigns**

All the metrics presented in the first paragraph of this case study should always be observed to guarantee that a good portion of Latino consumers are exposed to a specific marketing campaign, and that enough of them visit your landing pages, enroll in your programs or acquire your products and services.

Hispanic Market Advisors® set up and optimized Spanish PPC Advertising Campaigns for 24/7 Card to tap into Hispanic Internet users that are Spanish-language preferred or dominant. Specifically:

- Got started with Google AdWords
- Got started with Bing/Microsoft adCenter
- Got started with Facebook Advertising

In Google AdWords for instance, our main focus was developing and optimizing Spanish-language Campaigns so that the Avg. CPC & Cost per Conversion was kept below \$10 while the CR & # of Conversions kept to at least 150/week (between phone calls and online forms).

Before we built the Spanish PPC campaigns in Bing and AdWords, Hispanic Market Advisors® invested time:

- developing the proper keyword strategy (combination of keyword and competitive analysis)
- selecting general and specific keywords that directly relate to the Spanish ads’ theme

The result:

Andrew Latimer (client)

Andrew hired you as a Business Consultant in 2012

**Top qualities: Great Results, Personable, Good Value**

"We hired Sebastian Aroca and Hispanic Market Advisors to help us at 24/7 Card with PPC in Spanish (AdWords + Bing) and Spanish SEO (search engine optimization) for the website <http://es.247card.com>. As of March 2013 (after almost 6 months of work) the national campaign has managed to generate an average of 150 to 200 per week new card holders for 24/7 Card. We look forward to continue working with Sebastian and Hispanic Market Advisors in future projects pertaining Hispanic search engine marketing"  
March 11, 2013

[Request a new or revised recommendation from Andrew Latimer](#)

## Measuring Data, Optimizing PPC Campaigns, and Growing the Customer Base

Marketing budgets should always be contingent upon revenue projections so that market penetration and business expansion can be realized. Measuring accurate sales activity from Hispanic American segments can be difficult due to the cultural diversity found within Latinos but companies that engage in marketing to Latinos should be ready to quickly calculate the ROI of their Hispanic American advertising efforts. Qualitative data should always be analyzed and taken into account, but quantitative data are the best factor when making future decisions about budget allocation as well as determining ROI.

With that said, here are some metrics achieved for 24/7 Card so far:

All conversions Custom  
Oct 6, 2012 - Mar 7, 2013

Conversions Webpages

+ Conversion Import from Google Analytics Change status... All but deleted

<input type="checkbox"/>	<input checked="" type="checkbox"/>	Conversion ?	Source ?	Category ?	Conversions (many-per-click) ?
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Actual Sales	Webpage	Signup	794
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Pending Sales	Webpage	Lead	1684
Totals - all but deleted conversions					2,478
Totals - all conversions					2,478

## SAMPLE FEBRUARY 2013

Month of: Feb1-Feb28	Spend	Enrollments	CPE
AdWords-Online (Text ads)	\$ 1,644.27	126	\$ 13.05
AdWords-Online (Mobile ads)	\$ 4,551.27	94	\$ 7.57
AdWords-Calls (Call Extensions/Mobile ads)		507	
Remarketing (Display Network)	\$ 182.07	8	\$ 22.76
Display Network (Image ads)	paused	paused	paused
AdWords-Combined	\$ 6,377.61	735	\$ 8.68

When marketing to the Latino market in the United States, it is important that the Web content that you have in your bilingual site speaks to these people and get them interested in what you have to offer. Also, the Ads need to convey the key points of your brand (competitive advantages and differentiators), and the destination URL needs to be optimized to funnel leads into the registration process swiftly and effectively.

24/7 Card has succeeded in tapping into Hispanic Internet Users for growing their B2C line of business (cardholders). Now, the company is focusing on solidifying their B2C while building their B2B segment.

**“Some Deliver Empty Promises, We Deliver Trackable Results!”**

**Let’s discuss what we can accomplish together – [click here](#)**