

ADP is a global payroll,  
time and attendance, and HR  
service and solutions provider.





Search Engine  
Marketing Specialists

jellyfish

**ADP IS A GLOBAL PAYROLL,  
TIME AND ATTENDANCE,  
AND HR SERVICE AND  
SOLUTIONS PROVIDER.**

**ESTABLISHED IN 1965,  
THE UK OPERATION  
HAS MORE THAN 40  
YEARS' EXPERIENCE  
DELIVERING A RANGE  
OF PAYROLL SERVICE  
SOLUTIONS ACROSS THE  
SPECTRUM OF PRIVATE  
INDUSTRY SECTORS.**

## THE BRIEF

For ADP, a lack of presence on search engines meant that the company was potentially an unknown supplier in the payroll market, which impacted on lead generation activities.

Those that knew of ADP could find the company, but those who didn't would not necessarily consider the company as an option, owing to its lack of visibility. At this stage, ADP wasn't undertaking any form of structured search marketing.

## STRATEGY

Jellyfish was a perfect fit for ADP for a number of reasons. Firstly, the agency is an expert within the Pay Per Click (PPC) arena and works for other organisations of the size and reputation of ADP. The relationship with Jellyfish was quick to set up and resulted in rapid visible impact. ADP also benefitted from the protection of a no-risk approach resulting from Jellyfish's Cost Per Acquisition model.

Jellyfish was able to offer a tailored approach scalable to ADP's needs in terms of both budget and objectives, and also offered the ability to gain quality leads through specific targeting.

## EXECUTION

In the first instance, Jellyfish developed and managed an ADP microsite to run separately from the main corporate website. The microsite means ADP can capture the full impact of Jellyfish's PPC campaigns in one place. Now, all the content is designed with a sales focus and enables searchers to view the most relevant area of the site (i.e. landing pages for each product/segment), based on the terms that they input. Any enquiries can be made by filling in the enquiry form on the microsite and ADP now has a separate internal process for the handling of leads through the campaign.

Jellyfish offers full monitoring and reporting of each lead generated through CRM. It also provides continual keyword mining and evaluation to ensure maximum efficiencies and conversion rates. This eliminates those keywords that do not convert, or provoke enquiries for areas ADP cannot help with.

Jellyfish supports ADP's brand awareness and thought-leadership strategy. It also enables the capture of both paid search users and natural search users, giving a complete picture of ADP's online presence and the effectiveness of the campaign. It increases usability research for both the microsite and the corporate site, and also helps ADP evaluate other online lead generation opportunities.

## RESULTS

The results show that Jellyfish's PPC campaigns delivers amongst the highest ROI of current marketing activities ADP undertakes.

Moving forward, Jellyfish will continue to provide monitoring and assessment of the campaign in terms of conversion rates and keyword mining. ADP and Jellyfish have also begun to focus on keyword mining in new areas of business, such as time and attendance management.

Because of Jellyfish, ADP is now able to conduct thorough competitor analysis to determine which other payroll companies are using paid search, and to what degree.

The relationship with ADP is constantly evolving to suit their needs; improvements and developments are regularly processed based on search information Jellyfish provide. There is also regular discussion on how to implement specific initiatives to target new products and services which ADP wish to focus on.