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By Lee Constantine

Improving your click-through-rate trumps your bidding strategy, according to new white paper

Las Vegas, NV – LaunchBit announces the release of a new white paper written for b2b advertisers and marketers who seek paid marketing channels that will help them profitably grow their businesses. The white paper seeks to explain how B2B marketers can effectively step-by-step accurately set up a test with a paid PPC marketing channel in order to decide whether a given channel is effective.

Click here to view LaunchBit's latest solutions for a growing industry:

[White Paper: How to Run a Test Trial of New B2B Distribution Channels](#)

The white paper explains that in order to find effective paid marketing channels, most B2B companies will quickly run a test with just about any promising paid marketing channel before ploughing in large investment dollars. Yet, it's during this testing period that most B2B marketers fail. Further, they will often incorrectly set up their test budget, their bid (in PPC channels), and advertising creatives, which invalidate the results of their test. This whitepaper will cover:

- How much budget to allocate to a PPC test
- How much to bid in PPC channels
- How to design advertising creatives for a test

Elizabeth Yin, CEO & Co-founder of LaunchBit, says, "A lot of B2B marketers take testing paid marketing channels lightly and do testing all wrong. After all, only a small portion of their marketing budget is going into a test. But, this is actually one of the most critical times to pay attention to, because it determines whether you have a growth channel on your hands."

Who we are

LaunchBit is a B2B ad network that works with over 4,000 publishers worldwide to help companies generate high quality leads through in-email ad placements, targeted blogs, and audience targeting on ad exchanges. To learn how you can cost-effectively grow your B2B leads, visit launchbit.com or read our blog at launchbit.com/blog.