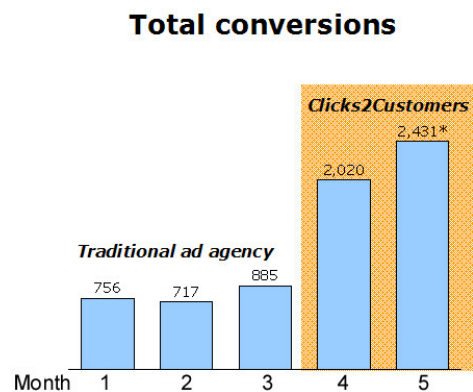


Success story: Online retailer moves from traditional agency to Clicks2Customers to optimize PPC

Situation: e-Retailer losing out on sales using a traditional agency

One of Australia's fastest growing e-retailers, who offers customers bargain prices on multiple categories of consumer products, had retained an ad agency to manage its paid search campaigns. Despite the e-retailer's impressive revenue growth over the last several years, it was missing out on major online sales opportunities.



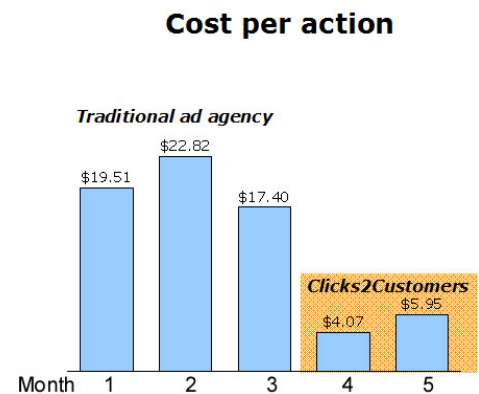
Like many online retailers that use a generalist ad agency, the e-retailer's Pay-Per-Click (PPC) campaign was not optimized. The firm's Google Adwords account was based only on expensive broad match terms, meaning that it was incurring exorbitant PPC costs. The company's original PPC campaign only included 4000 keywords, despite the fact that it carried 2000+ products. Even worse, 80% of the e-retailer's keywords had never made a single conversion!

Turnaround: Clicks2Customers helps maximize the e-retailer's potential

Seeking a more sophisticated way to execute its PPC campaign, the e-retailer hired Clicks2Customers's to manage its PPC strategy. Clicks2Customers's mandate was clear: Increase total sales, decrease cost-per-click, and increase the number of total conversions.

Clicks2Customers was able to launch a brand new PPC campaign in just 4 weeks because the e-retailer provided its previous PPC account data. Clicks2Customers set up a new Google Adwords account and began bidding on the 20% of the e-retailer's already converting keywords.

Using proprietary bidding management technology, Clicks2Customers analyzed the data collected from this initial run. Within 3 weeks, Clicks2Customers optimized pricing on these keywords and began bidding on 23,400 more keywords and phrases. These additional bids came at no additional cost to the e-retailer until a sale was made from a conversion.



Result: e-Retailer significantly improves sales and lowers costs

The e-retailer saw a dramatic improvement in its online PPC performance in the first 2 months of its new campaign. PPC sales have increased 175% and costs per action have dropped 70% after partnering with Clicks2Customers.

