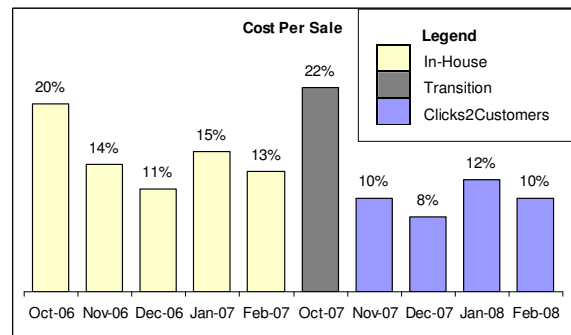


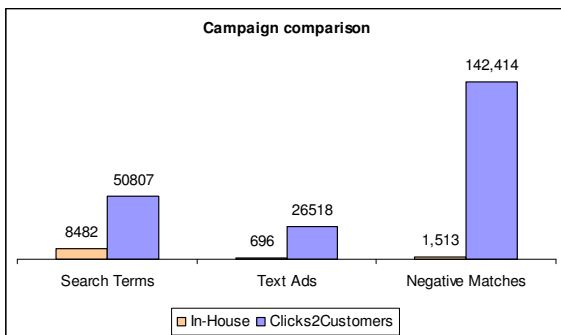
Success story: Leading UK Sporting Goods E-tailer aces revenues, beating costs in straight sets.

UK Sporting goods retailer challenges Clicks2Customers to beat the impressive performance of their in-house paid search campaign.

Clicks2Customers - on the expansion trail in the UK - identified a short list of top eTailers in various significant verticals. In the sporting goods category the leader by a large margin had established a highly profitable in-house paid search campaign. They were understandably skeptical of claims of reduced costs and increased revenues, and challenged Clicks2Customers to deliver by setting formidable performance targets.



Clicks2Customers identifies serious in-house campaign flaws - exploiting every opportunity for aggressive campaign expansion and optimization.



Clicks2Customers conducted an exhaustive audit of the clients' existing campaign and quickly identified the prime opportunities for significant optimization on three fronts: Extensive search term research was conducted, replacing the small number of broad matched search terms with a vast quantity of highly targeted exact matches. Ad text was customized for precise relevance and targeted to product specific landing pages. The quantity of negative match search terms was increased dramatically from 1500 to 142 000.

Result: 30% reduction in cost per sale; 20% reduction in cost per click; 200% increase in revenue.

On campaign launch, bids were set high to quickly deliver a high click through rate and thus produce a high quality score. This is a standard transition strategy to reap ongoing significant cost benefits, as borne out in subsequent months: To date, Clicks2Customers has achieved a 30% reduction in cost per sale; a 20% reduction in cost per click; and - most importantly - a 200% increase in revenue. A close ongoing relationship has been forged, with Clicks2Customers continuing to optimize and expand the campaign.

