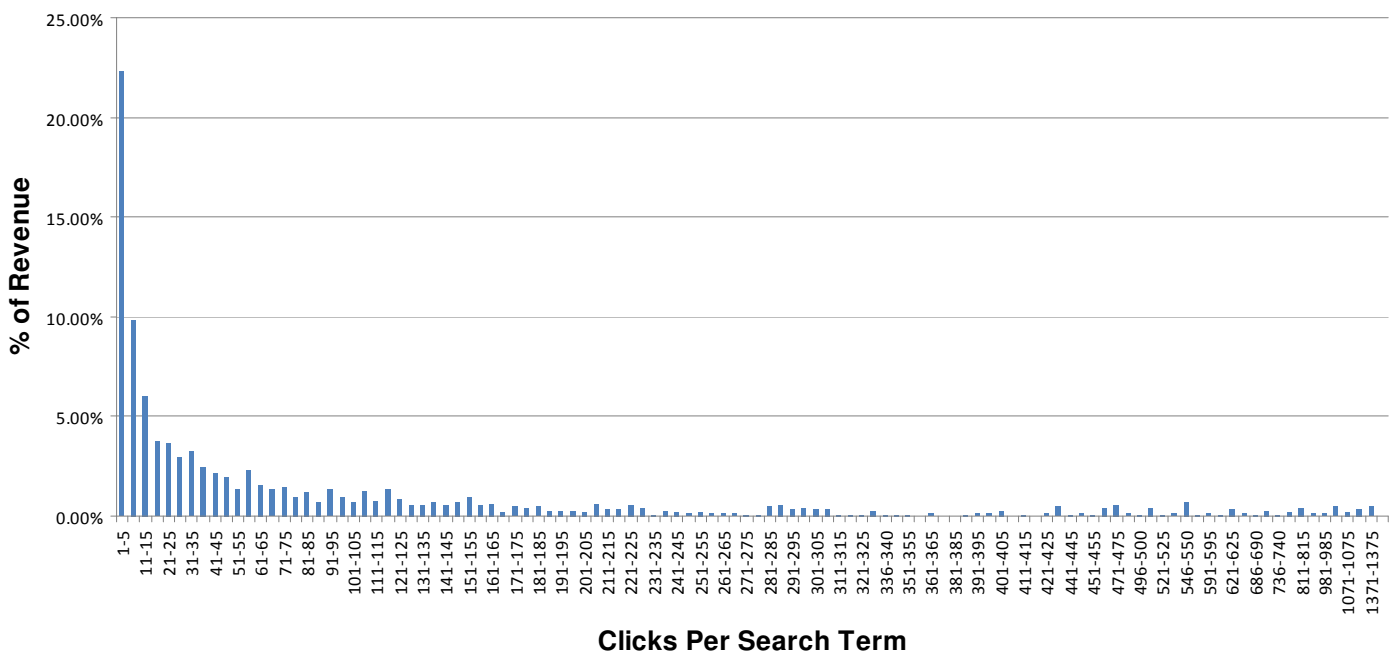


Success story: Leading UK Online Travel Agency Soars on the Long Tail of Search Terms.

UK Online Travel Retailer looks to optimize Paid Search marketing channel.

A well known top 5 UK Online Travel Retailer with an extensive and well established online affiliate network, and an in-house paid search marketing team sought opportunities to further expand and optimize their paid search marketing campaigns. In depth consultation with the in-house team and thorough analysis by Clicks2Customers senior campaign managers revealed unexploited opportunities.

Click Through Rate Vs. % Revenue

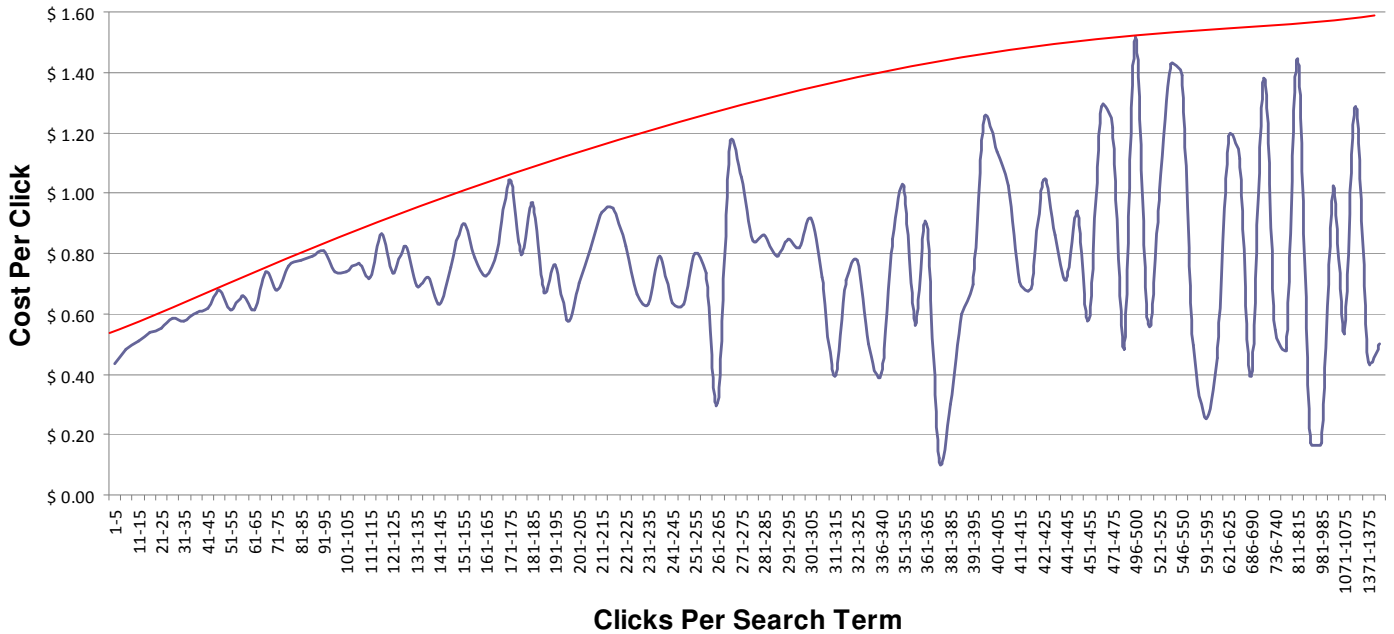


Conclusion: Search terms with the fewest clicks account for the lion's share of revenue

Clicks2Customers challenged to exploit the 'Long Tail' of Paid Search.

Briefly, the '[Long Tail](#)' describes well known statistical distributions. In the business context, it describes the practice of profiting from selling small volumes of numerous items from very large inventory; rather than large volumes of popular items (e.g. Amazon.com). The principle is relevant in many fields including marketing and is particularly useful in Paid Search marketing where popular search terms are inordinately expensive, but less obvious search term variations can be profitable. It quickly became apparent to Clicks2Customers that the 'long tail' was not exploited and presented a huge opportunity.

Click Through Rate Vs. Cost Per Click

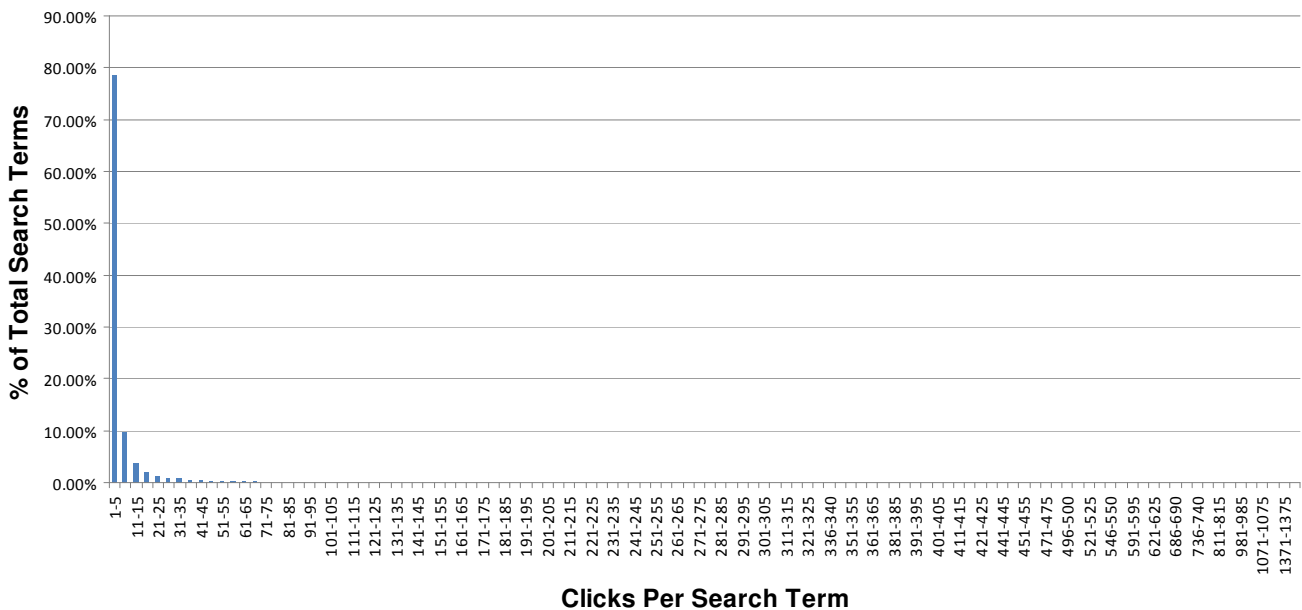


Conclusion: Search terms with the fewest clicks exhibit the lowest cost per click

Result: 'Long Tail' search terms provide the lion's share of revenue.

The 'head' (popular; expensive and highly competitive) search terms were reserved by the in-house team. Clicks2Customers, having extensive experience managing and optimizing the enormous search term sets (up to a million) required for a 'long tail' campaign were contracted on trial to prove viability. Based on the exceptional profitability of the Clicks2Customers trial campaign a long term partnership has been forged. The charts included graphically demonstrate the benefits of 'long tail' campaigns for the select few with the knowledge; technical expertise and resources to effectively and consistently profitably deploy them.

Click Through Rate Vs. % Search Terms



Conclusion: 80% of the search terms in the campaign received less than 5 clicks