

PPC CASE STUDY - NATIONAL ONLINE RETAILER

In October 2010, a national UK online retailer approached Brash with hopes of resolving what was a failing PPC campaign. The previous company which handled their account were failing to meet targets to the point where the company were considering pulling their website; this is when Brash stepped in. Our aim fell in line with their objectives: to dramatically improve PPC Sales and turn the failing campaign around in a very short period of time.

WORK COMPLETED

Through managing this account, Brash were able to increase the retailers websites' conversions. We analysed the clients account through natural, direct and paid verticals whilst looking at current market trends. On page goals were achieved by targeting keywords in an efficient manner, producing optimised content on landing pages, all to gain the end users trust making them more likely to buy into the site in terms of the products they sell.

OUTCOME

Having been working on this account for just 2 short months Brash managed to increase the retailers return on investment (ROI) by 100% compared to the previous company. Furthermore, in the following months we have taken their spend from £1 spent to £1 returned to £1 spent to £5.45 returned. PPC saw a huge improvement in the months running up to Christmas, possibly the most significant time for online. As a result the client has just doubled the monthly PPC Adspend. The account is now organised in such a way that the client can scale up their PPC to over ten times their previous spend and expect significant returns from this investment.

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