

CASESTUDY : PAY-PER-CLICK CAMPAIGN MANAGEMENT

THE CUSTOMER

Glasstrends is a luxury frameless glass shower enclosure manufacturer, based in south west London. Trading since 2000, they offer bespoke design, manufacturer and installation of shower enclosures for both domestic and commercial properties. Key customers include the Hilton and Malmaison hotel groups as well as Persimmon Homes, McAlpine and Foster & Partners.

THE CHALLENGE

Whilst ongoing SEO work had broadly yielded great search engine results, there has been little targeting of UK traffic, specifically from within the London area. The campaign needed to:

- Deliver an increase in targeted traffic to the Glasstrends website
- Confirm traffic is from within a specified geographical zone
- Ensure results are measurable
- Deliver maximum value for money from modest budget.

THE SOLUTION

Glasstrends looked to Business Vitamins for help. In this instance, with the ongoing SEO campaign in place, implementing a Pay-Per-Click (PPC) campaign on Google was chosen as the way forward.

Business Vitamins executed the campaign ensuring all key performance indicators were met. Glasstrends was provided with a monthly report that covered a number of key metrics. This included (but was not limited to), the number of clicks achieved; visitor path analysis; cost analysis; click-through-rate analysis and trends relating to the total volume of traffic to the Glasstrends website.

THE RESULTS

In less than three months the total traffic to the website doubled. Visitor duration and the number of pages viewed per visit increased significantly, suggesting greater interest in the content. The largest increase in traffic was from within the London area, close to the Glasstrends headquarters. As the campaign continued, the cost-per-click reduced and the click-through rate from the Google adverts to the Glasstrends website increased substantially.

It has also been shown that traffic is returning repeatedly, having been initially generated from the PPC campaign. Overall traffic is up over 1100% within five months.

Andrew Long, Managing Director of Glasstrends commented recently "*Business Vitamins devised & implemented a very solid PPC campaign, delivering quality targeted traffic and strong incremental business*".