



Tiger Commerce PPC Case Study

Tiger Commerce Pay-per-Click Case Study

Why you should hand over management of your Pay-per-Click account to Tiger Commerce?

Google AdWords is so accessible...

The great thing about Google AdWords (and let's face it, for the moment at least, Google AdWords is THE first port of call when it comes to setting up a Pay Per Click campaign) is ACCESSIBILITY. Anyone who wants to set up a basic Google AdWords campaign can do so - you don't need any particular technical skills, and Google has a number of online tools to help you. But that's only half the story – it's very easy to spend a lot of money on Google, but not see the sales enquiries/conversions you expect. AdWords has become an increasingly sophisticated system and in turn, the advertisers who use it have got better at making the most of it. Consequently it's harder for the small business with no experience of AdWords to get the best possible results.

But there are so many different variables to take into account...

Keyword Selection: Coming up with a list of relevant keywords is not as easy as you might think – you'll need to use Google's Keyword tool to identify relevant keywords and you'll need to be familiar with the following keyword techniques; broad matches, exact matches, negative matches. Selecting the right keywords to deliver conversions without blowing your budget requires a good deal of time, testing and ongoing analysis.

Effective Adverts: Writing your own compelling advertising copy only comes after much trial and error because Google has strict rules on content and advert length. You also really need to understand the competitive market place and the motivators of the online consumer. (Plus, there's a host of 'tricks' that only the PPC specialists know about).

Bid Management: Understanding how to manipulate your keyword bidding (achieving a 1-3 position isn't always necessary to achieve the clicks you require) in order to maximise your return on investment can take months to achieve and requires a commitment to daily monitoring and fine-tuning.

Campaign Structure: Making use of geo-targeting (ads displayed in specific locations), scheduling (displaying your ads at certain times only) and deciding whether to use Google's content network to display your ads are just a few other considerations to throw in to the mix.

And to optimise your PPC ROI you need a specialist...

So, in summary PPC has become a highly sophisticated specialisation. Any ecommerce website that is serious about marketing via PPC should consider using a specialist because this is the only way to optimise your budget. Tiger Commerce has a team of dedicated PPC professionals who work with many ecommerce clients in different sectors with different budgets.

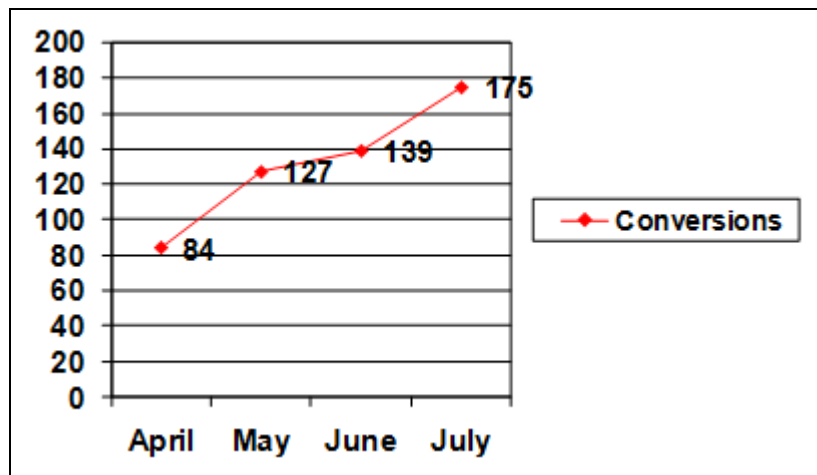
How we helped one of our clients significantly improve PPC effectiveness...

To demonstrate the results we can achieve, let us show you some pretty impressive statistics. For confidentiality reasons, we can't reveal the name of our ecommerce website client, but they have allowed us to share the following data with you:

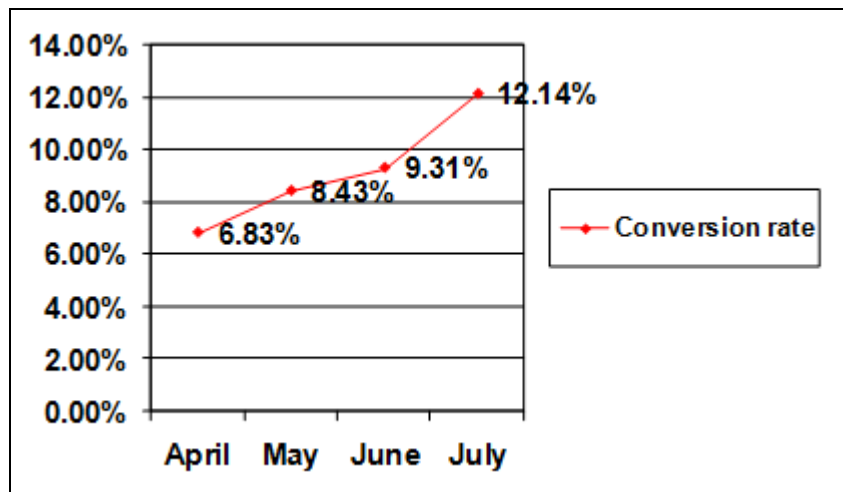
- They previously managed an in-house PPC campaign run on a part-time basis by someone who had done a 'bit of PPC' before, but had no training or no real experience in this area.
- Their budget was around £2,000 per month.
- They switched management of their PPC account to Tiger Commerce and over a 4 month period we were able to deliver the follow results.

The budget stayed the same but the number of conversions doubled. In other words, the client is now getting twice as many customers for their marketing budget by switching management of their PPC to the Tiger Commerce Marketing team.

Conversions increased from 84 to 174 over a four month period, but the budget remained at £2000 per month.



The conversion rate increased from 6.83% to 12.14%.



How did we achieve this?

A number of different strategies have come into play to deliver these excellent results:

- Significant work on the keyword list - new words / phrases added to the campaign and tested for effectiveness and underperforming keywords removed. Negative matching applied.
- Constant refinement of the campaign structure.
- Regular testing and implementation of new advertising copy.
- Testing and implementation of improved landing pages – design and content optimisation.
- Active bid management to optimise the budget.

- Daily management of the account with weekly feedback and analysis to the client.
- Integrating SEO (natural search) and PPC activities.

Don't delay call us today to see how we can help you...

If you want to start using PPC to promote your website shop for the first time or if you need to improve existing return on PPC investment, contact Tiger Commerce to see how we can help you:

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