

Success with Promotional Paid Search

CASE STUDY: RETAIL

One of the largest direct marketing and promotional agencies in the country enlisted IMPAQT to tackle a unique challenge. The Agency's RV client was about to launch a mini-site for their monthlong sales event and needed an accompanying PPC campaign. The mini-site allowed potential customers to request more information about their products, download a product brochure, or locate a dealer.

QUESTION:

How could IMPAQT launch a thorough campaign to help the client attract and track unique visitors to the site, while working under the time constraints of a promotional period?

REVELATION:

Under the tightest of deadlines, IMPAQT set out to construct the campaign. Our Client Services Team brainstormed the keyword list and campaign ad creative, while our Data Management Team worked to implement a customized session-based tracking system to gauge campaign performance.

The IMPAQT:

Despite the inauspicious nature of the campaign's beginnings, it was a resounding success:

- Campaign launched on schedule in both Google and Yahoo!
- In the month-long engagement, over 25,000 highly-targeted visitors were directed to the mini-site
 - 200+ visitors requested more information
 - 1,700 downloaded a brochure
 - 2,500+ located a local dealer
- In total, the campaign produced over 4,500 unique conversions, for an astronomical 17% conversion rate.