

247 Spares Network Case Study



Client Overview:

The 24/7 Spares Network was established in 1999 and is the fastest growing spare car parts network in the UK. Boasting 180 locations and stocking over nine million spare parts for every make and model of car since 1985, 24/7 Spares offer an unrivalled service for both public and trade customers.

Situation:

The client had been outsourcing their PPC account to an agency for almost two years but was growing increasingly concerned about their return on investment. Search Star was granted access to the account in order to provide a free PPC health check designed to identify problems within the PPC campaigns and recommend improvements that could be made to improve ROI.

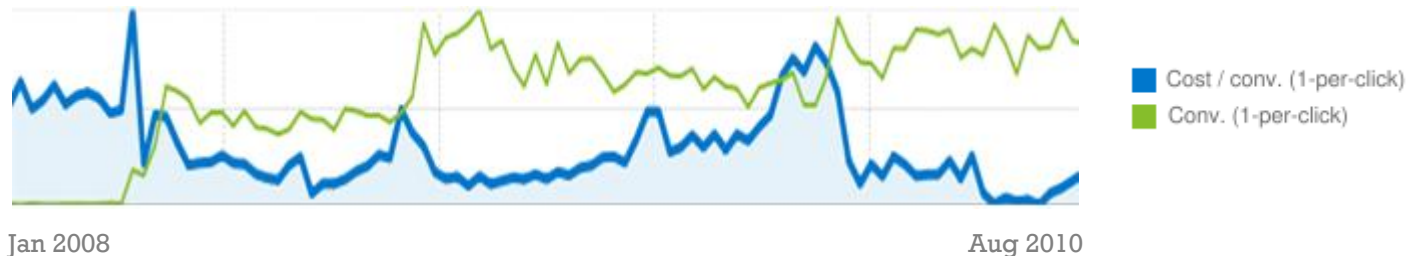
Based on the health check findings, in April 2008 24/7 Spares tasked Search Star with managing their PPC account with the twin aims of delivering an increase in the volume of conversions at a reduced cost per conversion.

Actions:

Focus was on creating tightly targeted ad groups that ran relevant ads against specific search terms and landed traffic on relevant content. In total Search Star created 78,000 keywords across 1,252 ad groups and 78 campaigns with 2,056 separate ad texts. Enhanced campaign segmentation allowed an increased focus on the brands and part types that delivered the highest return on investment and increase client profitability.

Results:

Figure 1. 24/7 Spares Conversions vs. Cost per Conversion from January 2008 to August 2010



- The number of conversions at the end of August 2010 had increased by 66.5% from the number of conversions from April 2008.

- The cost per conversion had been reduced by 45.2% from £0.42 to £0.23.

Client Quote:

“In the two years we have now worked with Search Star they have continuously driven down our cost per lead and increased our lead volumes. This has significantly improved our profitability in spite of these tough times. Search Star are 100% reliable and transparent in the way they work and we trust their integrity completely. Prior to working with Search Star we worked with two other PPC agencies who failed to deliver for us. We now know we are in the right hands. I cannot recommend them highly enough.”

-Imran Asghar, Group Chairman, 247 Spares

