



Bright Minds Case Study

Client Overview:

BrightMinds are an award winning home shopping company established in 2000 and are committed to the importance of fun learning at home. An e-commerce and catalogue seller, the company specialises in educational toys and games designed to assist in children's learning and development.

Situation:

The client had been managing their PPC account in-house for five years but wanted to free up time to concentrate on other areas of the business while improving 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.

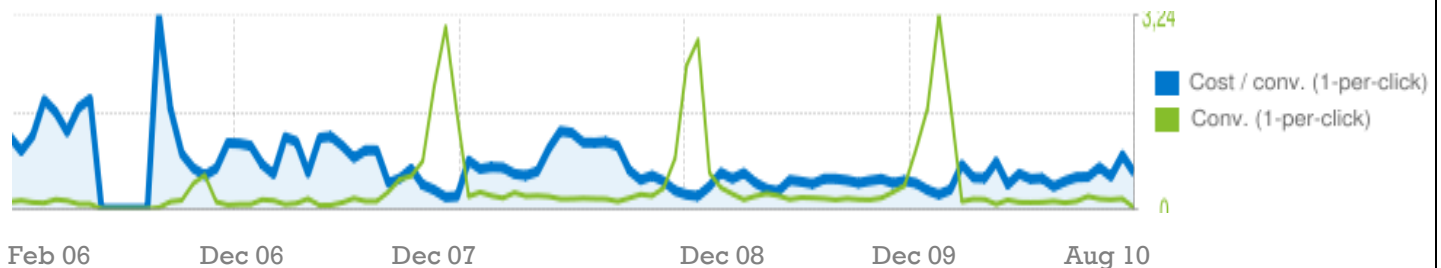
Based on the health check findings, in June 2007 BrightMinds tasked Search Star with managing their PPC account with the twin aims of delivering an increase in the volume of conversions at a reduced cost per conversion.

Actions:

As an eCommerce client the priority was to ensure that PPC was focused on the large product inventory. To achieve this aim, additional ad groups were created and specific keywords were added to ensure that ad text and landing pages were as relevant as possible to a users search query. Seasonally targeted campaigns were managed to maximise Christmas PPC activity and sale ads were introduced to attract new customers.

Results:

Figure 1. BrightMinds Conversions February 2006 to August 2010



- Since taking over the account sales through PPC have improved year on year and in comparison to 2006 sales have increased by over 330%.

- Cost per sale via PPC in 2009 was reduced by 67.3% in comparison to 2006.

Client Quote:

“I decided to out-source my Google advertising to Search Star nearly 3 years ago on the recommendation of one of their other clients, so that I could concentrate on other aspects of the business. I have been very happy with my decision as I have seen increased sales and lower cost per sale.”

Alison Quill, Managing Director, BrightMinds

