

## Country Greenhouses Ltd. Case Study



### Client Overview:

Country Greenhouses Ltd prides itself on designing and building the highest quality Victorian style greenhouses available on the market today. All of their greenhouses and orangeries are hand built and are finished with ornate castings based on original designs; blending 19<sup>th</sup> century style with 21<sup>st</sup> century maintenance.

### Situation:

The client had not previously run PPC campaigns and wanted to ensure that they would receive a healthy return on their investment. Search Star was given access to the client's account mid Jul 2010 and tasked with creating a set of campaigns designed to increase traffic volumes and generate brochure requests at a decreasing cost per request.

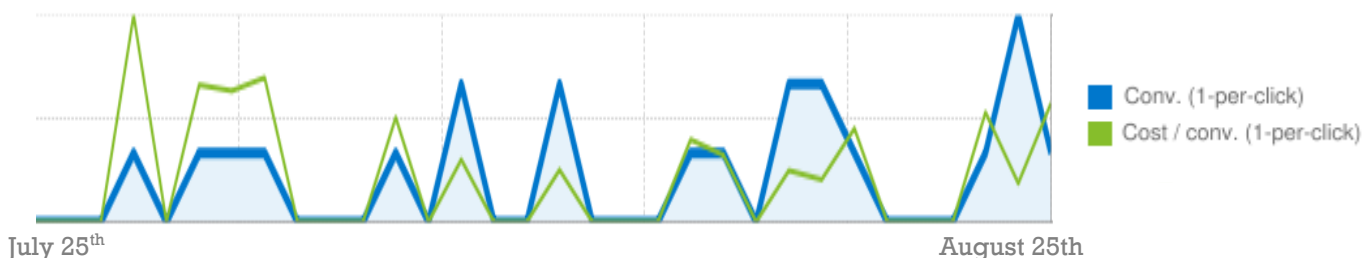
### Actions:

Unique campaigns were created for each product category in order to maximise keyword and ad text relevancy. One campaign was used to protect the Country Greenhouses Brand while another was created to target users searching for competing companies.

Keyword negatives and match types were employed to filter out irrelevant search terms and improve traffic quality. Keyword bidding was introduced to push traffic for top performing keywords while bids were cut for poor performers to save on client costs and increase ROI.

### Results:

Figure 1. Line Graph comparing brochure request completion with cost per completion.



- Since taking over the account on July 25th Search Star have reduced the average cost per brochure request by 57%.

- PPC was responsible for 69% of all website visits in August and PPC generated traffic contributed 50% of all brochure requests.

### Client Quote:

“We started with Search Star in July this year and are delighted. The PPC campaigns delivered 48% of all our leads in August and came in well under the average cost per lead. Well done!”

- Jane Tocher, Marketing Director at Country Greenhouses Ltd.

