

## Digital Frames Direct Ltd. Case Study

### Client Overview:

Digital Frames Direct Ltd. is the leading manufacturer and retailer of Digital Photo Frames in the UK, turning over £12million in 2009. The company has grown rapidly since its establishment in 2005 and now encompasses a range of market leading e-commerce websites providing a broad range of B2B and B2C services for Digital Photo Frames, Bar Stools and TV Wall Brackets.

### Situation:

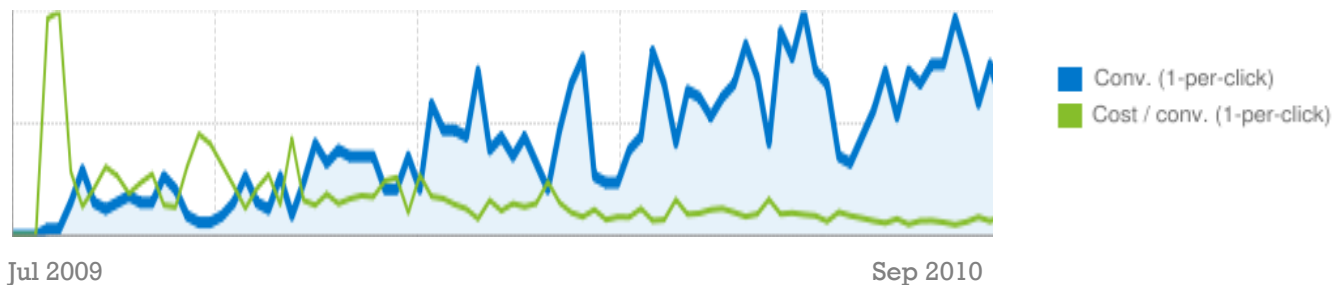
Search Star has assisted Digital Frames Ltd. across a range of online commercial services since the company's launch in 2005 and has been driving valuable traffic via PPC for the entirety of this period. In 2009 the company acquired tv-wall-brackets.co.uk, a start up ecommerce website offering a wide range of TV wall brackets at market leading prices. The goal for PPC was to drive traffic to increase the sales of wall brackets while reducing the cost per sale.

### Action:

AdWords campaigns were created to be as specific as possible to the product that users would search for. For wall brackets the essential directive was that customers would search for their TV brand and size rather than wall bracket specifications. Ad Groups were therefore created to ensure that if a user searched for a Sony 40" TV wall bracket that they would see an ad for a Sony specific wall bracket provider and not a generic wall brackets service.

### Result:

Figure 1. Line graph illustrating number of sales and cost/sale from Jul 09 to Sep 10



- September 2010 saw sales of wall brackets increase by 1822%

- Since taking on PPC for tv-wall-brackets.co.uk the cost per sale has fallen by 87.9%

### Client Quote:

“Our investigation and valuation of www.TV-Wall-Brackets.co.uk had shown us that the existing PPC advertising was unprofitable and this opportunity for improvement was one of several efficiencies we knew we could implement. Following us taking over this business, Search Star created a whole new PPC campaign using their experience and knowledge which quickly proved profitable. Search Star took complete responsibility for implementing and monitoring our new PPC campaign which allowed us to concentrate on integrating this new business into our existing infrastructure.

**-Rob Austen, Director, Digital Frames Ltd.**