



Hephalump Case Study

Client Overview:

Hephalump.com is an e-commerce business providing customised greetings card services. Subscribers are able to use the company's card designs, planning tools and print to order technology to ensure that they never forget a birthday or anniversary again.

Situation:

The client had been managing their PPC account in house for several months 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, Hephalump tasked Search Star with managing their PPC account in July 2010 with the twin aims of delivering increased card sales at a lower cost per sale.

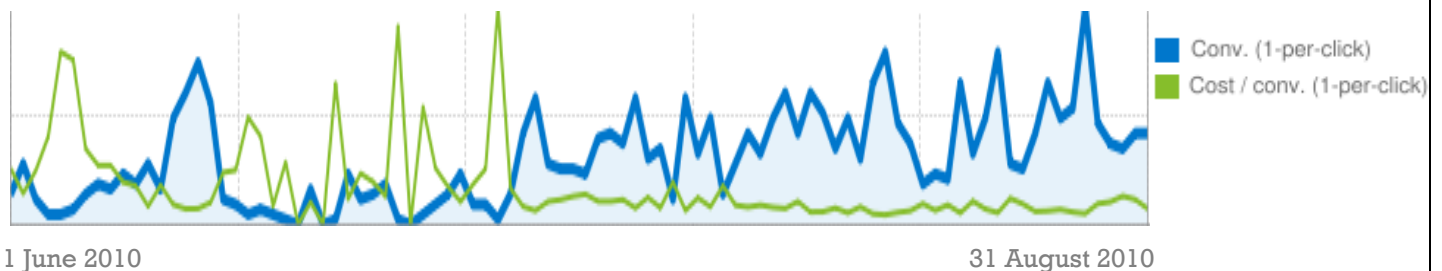
Action:

Unique campaigns were created for each product category in order to maximise keyword and ad text relevancy. One campaign was used to protect the Hephalump 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.

Result:

Figure 1. Line Graph showing number of sales and cost per sale.



- Comparing performance from June with August shows a 164.6% increase in sales from PPC.

- Over the same period there was a 58.5% reduction in the cost per sales.

Client Quote:

“Since working with Search Star we have seen a consistent rise in sales volume being delivered at a significantly reduced cost per sale from PPC. We are delighted with the service so far and look forward to seeing further improvements in performance over the course of our relationship.”

-Mike Bennett, Managing Director, Hephalump

