

Switch Gas & Electric Case Study

Client Overview:

Switch Gas and Electric are part of the Switch Gas and Electric Ltd group of companies focused on saving customers money on their household bills. The company compare all major UK energy suppliers and available tariffs to provide users with the cheapest quotes for their household energy needs.

Situation:

The client had previously been outsourcing their PPC account to other agencies 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 Switch Gas and Electric tasked Search Star with managing their PPC account with the twin aims of delivering an increase in the volume of leads at a reduced cost per lead.

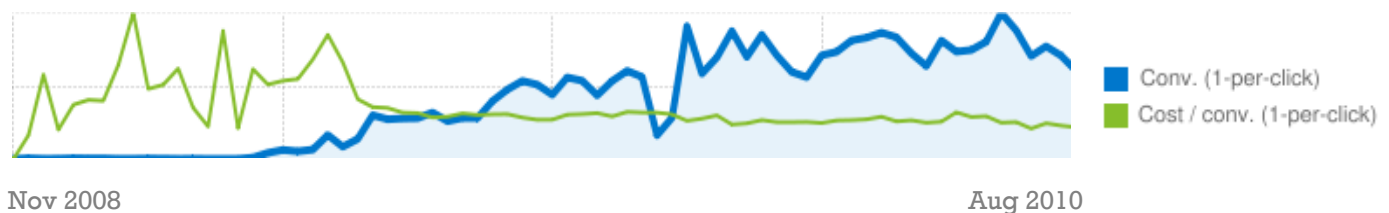
Action:

Client operates in an extremely competitive market that reacts dynamically to both news and weather. Search Star reports on PPC activity several times daily to help manage call centre leads. The PPC account now contains 15 active campaigns running 30404 keywords across 1208 active ads and continues to grow.

In addition to day to day PPC management, Search Star use Google Analytics and conversion testing in order to optimise leads and sales.

Result:

Figure 1. Line graph showing Switch Gas and Electric Leads and Cost/Lead from Nov 2008 to August 2010



- Since launching in November 2008, cost per lead from PPC has fallen by 51.2% with a 332.8% rise in lead volumes. The client is currently building up call centre capacity to cope with the increased lead volume that is being delivered through PPC and is preparing for a busy winter ahead.

Client Quote:

“Prior to working with Search Star I used several search agencies who over-promised and under-delivered. Search Star is continuously focused on increasing our sales volumes and reducing our cost per sale which is what every direct selling business wants. We’d happily recommend them for the results they achieve and for the open and straightforward customer service that they provide.”

- Sally Hill, Managing Director, Switch Gas and Electric