



PACK & SEND

PACK & SEND IS A LEADING SERVICE PROVIDER OF A COMPLETE RANGE OF POSTAL, FREIGHT, COURIER, PACKAGING AND REMOVALIST SERVICES OPERATING THROUGH A NATIONAL RETAIL NETWORK OF 80 STORES. AN INDUSTRY LEADER IN PACKAGING ITEMS THAT ARE LARGE, AWKWARD AND/OR FRAGILE, THEIR STRENGTH LIES IN THEIR CAPABILITY TO PROVIDE A LARGE RANGE OF FREIGHT AND PACKAGING SERVICES, ENSURING THAT A SOLUTION IS AVAILABLE FOR EACH CUSTOMER'S REQUIREMENTS.

The Approach

Pack & Send commenced working with 24/7 Real Media in September 2006 with the objective to drive qualified and relevant traffic to their website. The strategic recommendation was that Pack & Send implement a paid search campaign to achieve the objectives outlined. A paid search campaign provided the advantage of real time implementation and the capability to continually optimise and improve the overall results.

One such strategy employed to improve the effectiveness of the campaign involved the development of an expansive list of terms. With more terms in the campaign, the average cost per click (CPC) can be lowered by bidding on terms that competitors may not have considered. The number of terms in the campaign was greatly increased through a combination of keyword research activity by specialist campaign managers,

plus utilisation of 24/7 Real Media's SEM technology platform, Decide DNA®'s, capability to capture the actual term a user types into the search engine. The latter functionality can further be used to expand a list of black-listed terms that are discovered to be irrelevant to the campaign.



Another strategic initiative is the ongoing refinement of ad creatives to improve relevancy of the message and serve the most applicable ad for a search query. This continual optimisation of creative in order to improve the click through rate (CTR) and using the best creative to improve the overall quality score of the campaign, helped us achieve Pack & Send's objective of driving relevant traffic to their site.

Furthermore, a day parting strategy was applied, capturing traffic during business hours which took advantage of when the target audience had been identified as searching and also ensured the most effective use of the budget. Although the campaign still appeared outside of those hours it was not as often.

While driving traffic to Pack & Send's site is the primary focus, 24/7 Real Media believes it is important to provide the searcher with the best user experience possible. To enable this, a deep-linking strategy was implemented which ensured that the searcher is sent to most relevant page. For example: anyone searching for 'excess baggage' will be directed to the

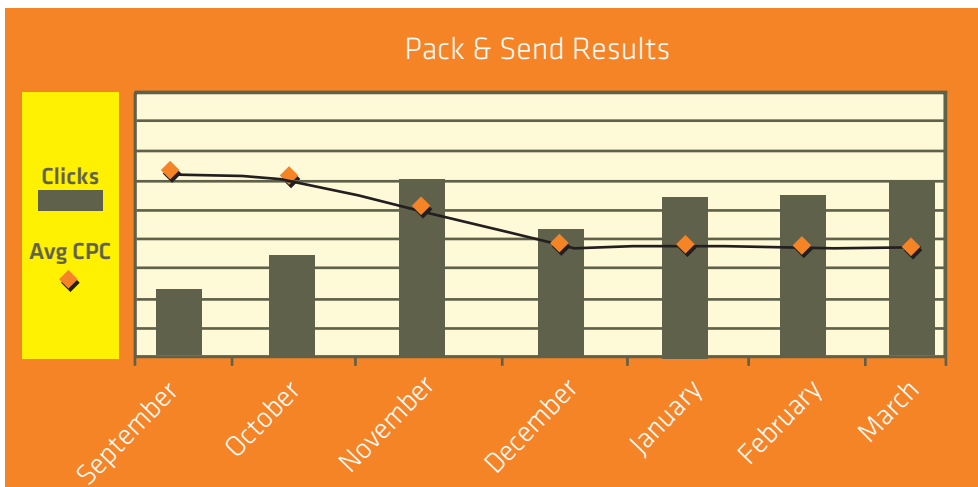
"24/7 Real Media has delivered a Search Engine Marketing campaign that has exceeded our business objectives. Their service and Decide DNA technology have delivered qualified and relevant traffic to our website, with higher conversions and resulting sales ensuring that search is now a critical component of our marketing mix."

-Leo Tortorici,
National
Marketing Manager,
Pack & Send





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'excess baggage' page. This ensures the effectiveness of the campaign through greater relevancy and a positive customer engagement with the brand.

In addition, Decide DNA post click tracking tags were implemented on Pack & Send's site to link the full user path with their activity to determine the behaviour the user was completing post-click. This has assisted Pack & Send to understand the value of the user we are driving to their site. Furthermore, by linking the user and activity to the results of the campaign, we are able to determine the Return on Investment(ROI).

The Result

Pack & Send have seen immediate positive results from the implementation of the paid campaign with the paid search campaign accounting for approximately 50% of the total site traffic. Over time through our optimisation strategies, 24/7 have been able to grow the paid search traffic by over 50% while also managing to drop the average cost per click by 50%. The graph above illustrates the increase in traffic as well as the drop in the average cost per click over time.

About 24/7 Real Media

24/7 Real Media, a WPP company, is a leading global digital marketing company, empowering advertisers and publishers to engage their target audiences with greater precision, transparency, and ROI. Using its award winning ad serving, targeting, tracking, and analytics platform, powerful

search marketing capabilities and global network of specialised Web sites, the company has turned the art of reaching audiences across virtually any digital medium into a measurable science. The company is headquartered in New York, with 20 offices in 12 countries throughout North America, Europe, and Asia and Australia. For more information, please visit www.247realmedia.com.au.

24/7 Real Media: The Science of Digital Marketing.

About Pack & Send

Pack & Send is Australia's leading packing and delivery company offering a complete range of postal, freight, courier, packaging, removalist and logistics services to small businesses, corporations, eBay users, tourists, students and householders. Pack & Send's success is built around the surging demand for convenient packaging services and personalised solutions when sending anything, anywhere. Pack & Send specialise in sending fragile, large, awkward and valuable items such as artworks and antiques, computers and electronics, excess baggage and items bought and sold on eBay. Pack & Send also offer a professional packing service and sell a complete range of boxes and packaging materials in store and online. There are now over 80 Pack & Send retail stores throughout Australia with many new stores opening every year. Pack & Send stores are owned and operated by licensed franchisees of Pack & Send Systems Pty Ltd. For more information visit www.packsend.com.au