



CARTRIDGEMONKEY.COM

UK WEB SITE MAXIMIZING EXPOSURE ON THE WEB

Highlights of Search Engine Marketing campaign in the UK

- Increased sales by 25% in first 6 months
- Reduced cost per acquisition by 17%
- Pay per click campaigns have seen a 20% better return

CartridgeMonkey.com provides a comprehensive range of low-cost, high quality inkjet cartridges. Formed in 2003, the company has grown to become a leading online retailer of printer consumables to businesses and individuals across the UK. To ensure it remains one step ahead of the competition, CartridgeMonkey.com decided to review current advertising and marketing efforts in a bid to maximize its exposure online.

According to Gary Flynn, Director at CartridgeMonkey.com, "our marketing strategy had previously been ad-hoc and as such, it was difficult to measure the return we were getting. Search Engine Marketing (SEM) formed a large proportion of our marketing effort and seemed to be resulting in a steady flow of visitors to the site."

He adds, "But as our product range and orders increased we had less and less time to monitor and analyze our use of Google Adwords, for example, meaning our budget was not always being spent in the most effective way."

Successful SEM

CartridgeMonkey.com had only scratched the surface of a search engine marketing strategy but did not have the resources or expertise needed internally to analyze the returns and ensure it was getting the most out of its budget. The company started its quest to find an external organization which could advise on the best strategy to meet its requirements.

"The nature of our business means we run seasonal product campaigns with frequently changing prices and offers. We needed to make sure this was reflected in our search campaigns to ensure we were bidding on the best keywords during a particular promotion, for example, to drive visitors to the site. We also needed to have the ability to drill down as little or as much as possible into each order received, to assess where it resulted from so we could analyze the success of each campaign," said Gary.

Call In the Experts

After approaching several SEM experts, CartridgeMonkey.com elected to work with 24/7 Real Media Search Marketing Services due to its extensive knowledge of the search industry and the time and effort it put into understanding and responding to the individual needs of the company. 24/7 Real Media Search's SEM management tool was also a key factor in the decision making process. Decide DNA® can automate the management of SEM campaigns by integrating bid management, paid inclusion and optimization into a single user interface.

"By using Decide DNA we have total control over all of our campaigns and are confident that our SEM budget is being spent in the most beneficial areas."

-Gary Flynn, director,
Cartridge Monkey, UK





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The Techniques

Paid inclusion campaigns across Yahoo! and price comparison sites are now being managed by Decide DNA which automates the sending of feeds to the engine to guarantee CartridgeMonkey.com a place among the top rankings for a particular search term. Not only does this take the effort away from CartridgeMonkey.com but the tool also makes sure any price changes or new product lines are automatically updated in the feeds to ensure SEM campaigns are as up to date as possible.

Bid management campaigns are also being run across Google Adwords, Yahoo! and Miva, with whom 24/7 has excellent relationships. Decide DNA can reduce time spent manually monitoring and updating campaigns by managing keyword spend and ensuring budget is not exceeded or money wasted bidding on terms, which are producing a low return. This ensures that the return on ad spend (ROAS) is optimized. The system's intuitive nature means it can adjust bids and make changes to the campaign configuration in real-time based on the revenue generated.

"Decide DNA pulls all of the elements of search marketing together allowing us to use a variety of techniques to maximum effect. The reporting and analysis capabilities of the tool are excellent and allow us to see at a glance how much return we are getting from certain keywords so we can make a more informed decision regarding spend versus return," Gary explained.

Campaign Results

CartridgeMonkey.com has been working with 24/7 Search for six months and has already seen tangible returns. "Although our overall spend on SEM has in fact increased, so has our return as we are now spending our budget in a more costeffective way," said Gary.

Through better management of each campaign, CartridgeMonkey.com has been able to greatly maximise its revenue and reduce its cost per acquisition by 17 percent. Sales on the site have also risen by 24% since working with 24/7 Search. Pay Per Click campaigns have seen a 20% better return.

Plans For the Future

With the help of 24/7 Search Marketing Services, the next step for CartridgeMonkey.com is to optimize its site to ensure it maximizes its position in natural search results listings, by making the website more visible to 'spidering' technologies. This is done by ensuring that the site content matches the most popular search terms, so that the spiders find the site without the need for bid management or paid inclusion.

"We have built a strong relationship with 24/7 Real Media and now consider them part of the company. They have demonstrated a good understanding of our business and industry and have added value by advising the best strategy to meet our needs," said Gary.

"By using Decide DNA we have total control over all of our campaigns and are confident that our SEM budget is being spent in the most beneficial areas. 24/7 Real Media Search Marketing Services really is a one-stop-shop, that can manage all aspects, from paid inclusion and bid management to optimization.

"By working with 24/7 Search we knew we could cover all bases whilst retaining complete control over our spend. In addition to handling our bid management strategy we also looked into paid inclusion via Yahoo Search Submit Pro! in order to maximize our exposure on shopping engines and comparison sites such as Kelkoo, PriceRunner and Shopping.com where a large proportion of our potential customers were going to source the best deal."

- Gary Flynn, director,
Cartridge Monkey, UK



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“The detailed reporting has also been of immense benefit allowing us to make more informed decisions and account for every penny spent.”

About 24/7 Real Media, Inc.

24/7 Real Media, Inc. 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 specialized 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 Pacific. For more information, please visit www.247realmedia.com.

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