

JumpFly Case Study - Light Bulbs Etc!

7-05-2007

"Since starting with JumpFly, our volume of online sales increased from 100 orders per month to well over 1,000. The amazing thing is that each new order only costs us half as much as we paid prior to using their service."

Robert J. Black - President

Client:

Light Bulbs Etc! (www.LightBulbsDirect.com) supplies a full line of wholesale commercial and residential lighting products. They are the industry leader with over 4,000 different bulb types in stock.



Situation:

Light Bulbs Etc! had been mildly successful running their own Google AdWords and Yahoo! Search Marketing accounts for about two years, but was not fully satisfied with their results. Conversion tracking had been implemented, but bids were not actively managed based on results. Content Match was turned on, but provided substantially more expensive conversions than search traffic. Management was frustrated by the ongoing time and effort needed to achieve desired results in addition to dealing with the constantly evolving platforms, tools and features.

Solutions:

JumpFly immediately reduced Content Match bids in both accounts and then focused on creating brand new, thoroughly developed Google AdWords and Yahoo! Search Marketing campaigns. The new campaigns were properly structured to achieve the best results possible. This included developing carefully categorized ad groups, assigning appropriate landing pages to each specific key term, ad copy testing, keyword bidding based on previous conversion tracking results and much more. JumpFly then continued to monitor and modify bids based on conversion tracking results. The plan was to implement a new Microsoft adCenter account a month or two later, after determining what was working best at AdWords and Yahoo! Search Marketing.

Results:

After the first month of JumpFly's service, online orders from Google AdWords and Yahoo! Search Marketing more than doubled while the amount spent on advertising remained the same. With the average cost per conversion now reduced by more than 50%, JumpFly was informed to attain as much business as possible at that level. Over the next six months, Light Bulbs Etc! management requested multiple budget increases in order to accommodate more sales. After increasing their pay-per-click advertising budget by more than 300%, Google AdWords and Yahoo! Search Marketing continued to produce new business for less than half the previous cost-per-conversion. Additionally, campaign click-through-rates (CTR) and conversion rates more than doubled while the cost-per-click (CPC) was cut in half.

After managing Light Bulbs Etc!'s Google AdWords and Yahoo! Search marketing accounts for two months, JumpFly developed and launched a new Microsoft adCenter campaign. With the valuable knowledge gained from managing Google AdWords and Yahoo! Search Marketing, this new account provided conversions at well below the target cost per sale right from the start. Adding this successful program increased the number of monthly online orders by another 20%.



Case Study - All Things Aquarium

7-05-2007

"Before starting with JumpFly, nobody came to our website. I run a local business and wasn't sure Internet marketing made sense for us. After working with JumpFly for six months, business has doubled. I'm not sure what they're doing, but it's amazing."

Jeff Hintze - President

Client:

All Things Aquarium (www.AllThingsAquarium.com) provides a full range of aquarium services, including custom design, ongoing maintenance, aquarium moving and emergency care. They have been serving commercial and residential accounts in Chicago and its suburbs form more than 20 years.



Situation:

Before working with JumpFly, All Things Aquarium did not receive any leads from the Internet. The business was successful, but growing slowly. Owner Jeff Hintze believed the Internet could provide additional customers, but did not know how to pursue them. Due to other advertising initiatives in the Yellow Pages and elsewhere, Jeff had a limited budget available to try something new.

Solutions:

JumpFly provided a dedicated account manager who spoke with Jeff to gain a thorough understanding of his business and goals. This discussion enabled JumpFly to determine the most profitable services and key words to focus on with a limited initial budget. JumpFly first developed and launched a geographically targeted Google AdWords campaign, catering to Internet users in All Things Aquarium's specific service area. This meant that people searching for terms like "aquarium maintenance" would only find his listing if they were in his desired target area. JumpFly planned to launch Yahoo! Search Marketing and Microsoft adCenter accounts after proving this form of marketing could be successful.

Results:

After the first month of JumpFly's service, All Things Aquarium received more than 200 qualified local visitors to their website, resulting in many phone calls and several new clients. All Things Aquarium was pleased with initial results and chose to let their AdWords campaign run several more months. Valuable new clients continued to flow in as a result of this low budget effort. Now that pay-per-click (PPC) advertising results proved extremely profitable and consistent, All Things Aquarium cancelled or reduced other advertising efforts, including their Yellow Pages ad, and requested JumpFly double their PPC advertising budget.

In order to maximize All Things Aquarium's results and provide the most affordable leads possible, new accounts were created and launched at Yahoo! Search Marketing and Microsoft adCenter. These new campaigns, in addition to the increased budget, produced more than triple the website traffic and number of new leads. Now All Things Aquarium receives daily inquiries about service, and many new clients each month as a result of JumpFly's PPC advertising efforts. JumpFly's service helped All Things Aquarium surpass 2006's total revenue earned in the first 6 months of 2007.

