

AdGoroo Intelligence Leads to 50% CTR Increase in Direct Marketer’s Search Program

Peepers Reading Glasses, a leading retailer of specialty eyewear, utilized AdGoroo to get better performance from their paid campaign as well as capitalize on synergies with their natural search program.

Challenges

Ensure ongoing optimization and holistic understanding of the vertical search landscape.

- Increase the company’s overall actions at a lower cost
- Maintain a cost-effective bidding structure in paid search
- Increase natural search presence and understand paid search impact by keyword
- Create more compelling ads

Solutions

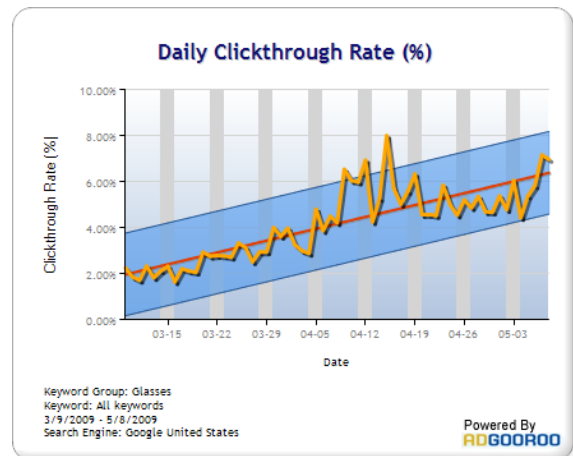
Peepers Reading Glasses received personalized software training from a dedicated account representative. Utilizing AdGoroo’s data, Peepers took a proactive approach and implemented tactics to grow the programs.

- Knowledge of competitors’ keywords helped to distinguish Peepers from the competitive set
- Ad copy was optimized to create more effective ads based on competitive data
- PPC program was streamlined and balanced against natural positioning

Results

AdGoroo’s proprietary results led to a 50% increase in clickthrough rate.

- CTR increased from 2.98 to 5.6. (on average)
- Analysis of PPC campaigns enabled informed bidding strategies
- Ad copy reports facilitated quick improvements with increased clickthroughs



Quote

"The information we've received from AdGoroo has been integral in analyzing and improving our paid and natural search campaigns. We've doubled our clickthrough rate and streamlined our search budget based on AdGoroo's keyword analysis. AdGoroo has helped us gain market share as well as a new understanding of the search space."
 --Lindsay Sammann, VP, Marketing