

M and M Direct

On target to create over £2.5m in additional sales

By analysing PPC activity right down to keyword level, we targeted customers who wanted to buy. This cut conversion costs by 25% and increased volume of customers by 107%.



M and M Direct

- Direct mail
- Press
- Digital
- Outdoor
- TV
- POS
- Radio
- Literature

Project

Pay-per-click advertising.

Objective

Take over PPC accounts from the previous media buying specialist, then develop and implement a plan to reduce cost per conversion and drive more sales volume.

What we did

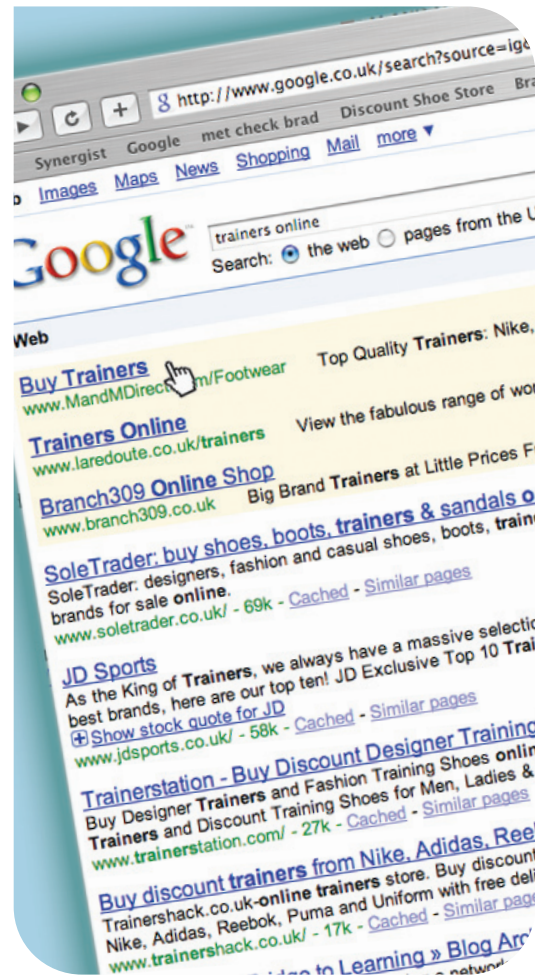
By dissecting M and M Direct's PPC activity right down to individual keyword level, we evaluated the entire sales process from search term to shopping basket. The resulting tiny changes, tested and repeated thousands of times, drive more people to the site and convert more of them to customers.

Daily reporting and management of the keywords allow continuous improvement. E.g. PPC spend is now linked to stock inventory to eliminate wastage promoting out of stock products and ensure new stock is advertised immediately it arrives.

We also tested new ad copy against control creative on a 'back to school' campaign. Coupled with our other innovations, the result was a 63% reduction in cost per sale, double the clickthrough and conversion rates and a 58% increase in sales volume.

Inspired thinking

PPC isn't about driving clicks, it's about measuring "cash in the till" - true Direct Response advertising. Understand the full sales process; set up campaigns to measure every keyword by every metric; then link the clickthrough to the best converting page - and it will pay massive dividends in Return on Investment.



The results

Since we took over the account, the client's ROI has increased by over 50%, cost per conversion has been slashed by 25% and our activities are on target to create over £2.5m in additional sales over a 12 month period.

Small changes
bring **big**
benefits for
M and M Direct



The Black Hole
inspired brand response