



ChristianSteven Software

“If I compare where we were in terms of web visibility, CPC management, number of registrations, sales etc., to where we are now the numbers speak for themselves. The bulk of the change in our fortunes has got to be attributed to the impact that your advice and actions have had on our visibility. Thank you and well done.”

Christian Ofori-Boateng , CEO

ChristianSteven Software is a highly successful developer of Business Intelligence & Business Process Automation software. Working with all types of organisations from sole traders to large corporates, their tailor-made services bring new levels of automation, reporting and business intelligence to their clients businesses.

Acknowledging that over 90% of their business originates from the Internet, ChristianSteven Software originally contracted Impact Media to work on their underperforming Pay per Click campaign.

Impact Media worked continuously on the Pay per Click Campaign targeting the correct keywords, with well placed and written ads, resulting in less clicks.



About ChristianSteven Software

Market leaders within their industry, ChristianSteven Software are the foremost developers of Business Intelligence & Business Process Automation software in the world today.

With their breadth of functionality, their ability to integrate with many systems and the additional business automation functionalities, ChristianSteven Software's products are unique with flexible, intuitive interfaces and rich functionality to match.

Project Background

With their old Pay per Click Campaign showing a high level of impressions and clicks yet low conversions, ChristianSteven Software established the need to work with search specialists to fully realise the potential of Google AdWords.

Objectives

- Increase unit sales
- Lower conversion costs
- Increase product awareness
- Increase brand awareness

Strategy

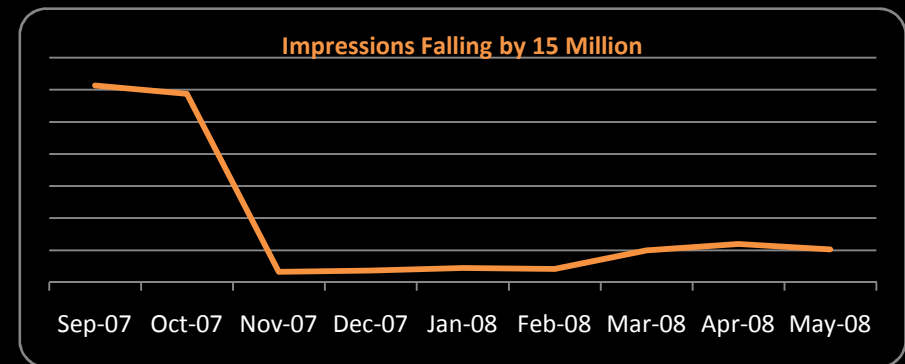
Whilst there was already an existing Google AdWords account running, Impact Media started the project by conducting fresh keyword research into search phrases based on ChristianSteven Software's products. With this research and a thorough investigation into the current Google AdWords campaigns, Impact Media concluded that the greatest method to establishing a highly effective operation was to completely revamp the Ad Groups, Ad Text and keyword list.

With the knowledge gained by the keyword research, Impact Media created targeted Ad Text which articulate the ChristianSteven Software message, whilst being accurate and eye catching.

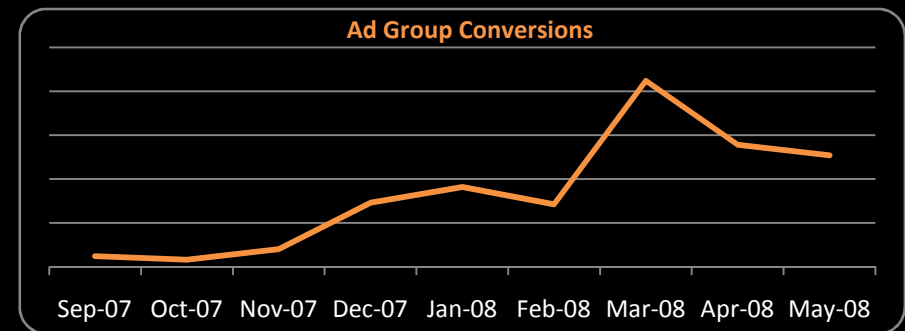
Working from this, Impact Media researched an extensive list of negative keywords to ensure that whilst we targeted the correct searches, we were also preventing the ads being showed for the incorrect ones.

Top Level Results

ChristianSteven Software has seen amazing results since the optimised AdWords campaign was launched. The number of impressions the ads received were reduced by over 15 million, clicks reduced by nearly 15 thousand, yet conversions increased by 600%. Conversion Rate has jumped from 0.07% to over 10% whilst spend was reduced.



All these results lead from a highly intuitive campaign with relevant Ad Text and accurate keywords.



Whilst continuing to work on ChristianSteven Software Google AdWords activity, Impact Media has also been chosen to optimise their website for natural search listings. We look forward to continuing a very successful relationship.