



- Digital Marketing Strategies (DMS)
- Search Engine Marketing (SEM)
- Search Engine Optimization (SEO)
- SMS Marketing
- Social Media Optimization (SMO)
- Web Analytics

Pay Per Click (PPC)

A provider of natural beauty products wanted to increase the sale of goods through AdWords. The company uses only natural ingredients to make the beauty products. The products are safe and free from any harmful ingredients. The company does not settle for synthetics like petroleum based ingredients, synthetic preservatives, synthetic emulsifiers, synthetic fragrances or synthetic colors. It also says a no to animal testing.

Problems

Even after setting up the campaign the e-commerce provider did not see an increase in sales. The e-commerce site www.lovetruenatural.com was reporting zero conversion and was incurring loss due to ads spending. The CPCs were very high. They approached DART to help them achieve a top spot in search engines, generate more traffic,

increase conversion and achieve reasonable return on investments.

Methodologies

First and foremost, DART re-set the campaign with separate search and display networks for each geography. DART recommended changes for the shopping cart set up as well as the color scheme. The team at DART then performed price comparison and targeted products where there was a pricing advantage for the client. The ads and keywords were re-set to focus on the uniqueness of natural beauty products.

Results

The re-structuring of the campaign resulted in a dramatic turnaround for the account. The client realized the great potential of the AdWords campaign. The CTR, ranking, and number of clicks witnessed an increase which effectively resulted in higher client acquisition.



DART's PPC Services

DART is a PPC Account Service Provider for Yahoo Search Marketing, Google AdWords, and Microsoft Ad Center. A dedicated Analyst team for PPC campaigns includes both technology and domain experts. We help clients set up themed ad groups, and set up keyword optimized ad campaigns. The DART team continuously strives to deliver better services to its clients.

