

Campaign Results Point Up for PointShop with SearchForce



SearchForce helps PointShop promote their wide network of online speciality stores through unique and cost-effective PPC campaigns.

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-- Andrew Hicks, Account Manager

When you’re selling on the Web, you need to work smarter in order to stand out from the multitude of other online shops, and carve out a solid competitive edge. Therefore, highly effective search engine marketing (SEM) and pay per click (PPC) programs are vital to creating awareness among potential customers, promoting your products, and compelling buyers to visit your Internet storefront.

That’s why PointShop, a leading provider of comprehensive e-commerce hosting solutions for small and mid-sized merchants, sought out an automated technology platform to enhance their critical SEM efforts. The company uses strategic PPC campaigns to aggressively promote some of the more than 500 sites it hosts, and needed a way to plan, execute, and manage those initiatives in a more efficient and cost-effective way

“We develop search engine advertising campaigns for some of our merchants, who include online vendors of all types and sizes,” said Andrew Hicks, Account Manager at PointShop. “The size, scope, and objective of each campaign varies greatly – some are small and track only

a handful of keywords, while others are more complex and require us to manage up to 1,000 keywords or more. We needed to find a solution that allowed our promotional staff to operate as productively as possible, while maximizing client returns and driving a high volume of targeted traffic to the stores we host.”

Problem

Optimization of PPC campaigns for 500 hosted sites.

Easily adjust strategies for different client objectives.

Increase staff productivity and maximize client returns.

Solution

SearchForce for Advertisers

Results

Increased campaign ROI.

Improved budget allocation.

Boosted staff productivity.

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PointShop was already using an existing search engine marketing software application, but the company realized it needed one that provided more advanced features and functionality. After researching and evaluating several vendors, they chose SearchForce.

SearchForce’s robust, feature-rich system provides end-to-end automation of all vital search engine marketing tasks – from program planning and launch, through ongoing management and results tracking. As a result, companies can dramatically boost click-through rates, conversion rates, and other crucial performance metrics for their most important SEM initiatives.

“The SearchForce solution clearly stood out as the one that had all the tools we needed to maximize the cost-efficiency of our campaigns and get our clients the results they needed,” Hicks stated. “Additionally, it includes highly sophisticated dynamic bidding rules, so we could rest assured that the system would make

the needed bid adjustments quickly and accurately, without requiring a lot of manual administrative work on the part of our marketing team.”

The company has been very pleased with the value SearchForce has provided. “Since we’ve deployed the application, we’ve seen a noticeable increase in the effectiveness of our PPC programs and sharp rise in the return on our campaign investments,” Hicks added. “We can now make better decisions about how we allocate our budgets, and increase our spending in those areas where we know we’re getting results. When you know your programs are operating as successfully and smoothly as possible, it’s much easier to make the decision to put more funding into them.”

PointShop also gives praise to SearchForce for their superior post-sales service and support. “They’re always so responsive, and they always get back to us promptly whenever we need help. They’ve

proven to be a reliable and trusted partner for our marketing staff,” he concluded.

About PointShop

PointShop is a comprehensive, fully-hosted e-commerce solution designed to empower small and mid-sized businesses with all the tools they need to design, build, grow, and manage their online stores.

Established in 1998, the PointShop network consists of merchants – most of whom operate traditional “brick and mortar” specialty shops across the country – who focus on non-commodity products.

Merchandise and stores are automatically distributed across the PointShop network, making it a convenient location for finding interesting and unique products. Additionally, local media partnerships are leveraged to help advertise merchant websites and drive additional traffic and sales. For more information, or to shop PointShop stores, visit www.pointshop.com.