

# JumpFly Case Study - Light Bulbs Etc!

7-05-2007

*"Since starting with JumpFly, our volume of online sales increased from 100 orders per month to well over 1,000. The amazing thing is that each new order only costs us half as much as we paid prior to using their service."*

*Robert J. Black - President*

## Client:

Light Bulbs Etc! (<http://www.lightbulbsdirect.com>) supplies a full line of wholesale commercial and residential lighting products. They are the industry leader with over 4,000 different bulb types in stock.



## Situation:

Light Bulbs Etc! had been mildly successful running their own Google AdWords and Yahoo! Search Marketing accounts for about two years, but was not fully satisfied with their results. Conversion tracking had been implemented, but bids were not actively managed based on results. Content Match was turned on, but provided substantially more expensive conversions than search traffic. Management was frustrated by the ongoing time and effort needed to achieve desired results in addition to dealing with the constantly evolving platforms, tools and features.

## Solutions:

JumpFly immediately reduced Content Match bids in both accounts and then focused on creating brand new, thoroughly developed Google AdWords and Yahoo! Search Marketing campaigns. The new campaigns were properly structured to achieve the best results possible. This included developing carefully categorized ad groups, assigning appropriate landing pages to each specific key term, ad copy testing, keyword bidding based on previous conversion tracking results and much more. JumpFly then continued to monitor and modify bids based on conversion tracking results. The plan was to implement a new Microsoft adCenter account a month or two later, after determining what was working best at AdWords and Yahoo! Search Marketing.

## Results:

After the first month of JumpFly's service, online orders from Google AdWords and Yahoo! Search Marketing more than doubled while the amount spent on advertising remained the same. With the average cost per conversion now reduced by more than 50%, JumpFly was informed to attain as much business as possible at that level. Over the next six months, Light Bulbs Etc! management requested multiple budget increases in order to accommodate more sales. After increasing their pay-per-click advertising budget by more than 300%, Google AdWords and Yahoo! Search Marketing continued to produce new business for less than half the previous cost-per-conversion. Additionally, campaign click-through-rates (CTR) and conversion rates more than doubled while the cost-per-click (CPC) was cut in half.

After managing Light Bulbs Etc!'s Google AdWords and Yahoo! Search marketing accounts for two months, JumpFly developed and launched a new Microsoft adCenter campaign. With the valuable knowledge gained from managing Google AdWords and Yahoo! Search Marketing, this new account provided conversions at well below the target cost per sale right from the start. Adding this successful program increased the number of monthly online orders by another 20%.

