



SUMMARY

A national e-learning company was falling short of e-commerce revenue goals and experiencing a negative ROI on their marketing strategies and campaigns. Advance 360 was able to develop a digital marketing strategy that efficiently allocated budget dollars to turn around this trend within a 4 month time period. The end result was increased on-line revenues as well as a decrease in SEM spend.

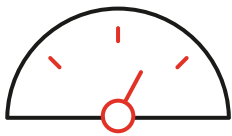
OBJECTIVE

Increase Return on Investment in sales of e-learning products across the construction industry within 120 days of taking over campaigns.



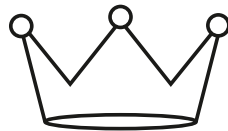
RESULTS SEM has increased as a result of newly implemented campaign management.

400%

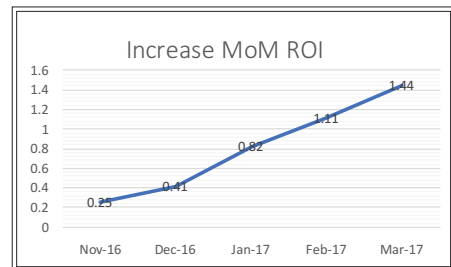


By reducing the keyword list from 2,400 search terms to <200, we increased the impression share by 400% without sacrificing any effectiveness.

555%



Achieved the 1:1 ROI goal in 2.5 months, 1.5 month earlier than the agreed upon expectation timeline. Increased the ROI from 0.22 to 1.44 (555% increase) during the initial 120 day timeframe.



ROI by month is broken down as follows:

- Starting Benchmark: 0.25:1
- Month 1: 0.41:1
- Month 2: 0.82:1
- Month 3: 1.11:1
- Month 4: 1.44:1