

Paid Search

With the average cost per click rising steadily each year, it is becoming increasingly more expensive to implement a paid search campaign – especially if it is not properly managed. While many companies invest in PPC campaigns because of their ability to target consumers at the exact point of interest, most do not make optimal use of their budget and thus, waste money targeting the wrong people.

We realize that the words people use when they search are a powerful indicator of their interests. In addition, we have found that certain words tend to be better for branding and produce more traffic while others tend to produce less traffic, but convert at a much higher rate. We leverage a wealth of search query data to better understand your customers' interests and determine the words that will drive the desired response.

Our media managers employ day-parting, geo-targeting, negative keyword matching and other campaign management tactics to achieve a balance between your goals and your budget. The launch of the campaign is just the beginning. Monitoring performance, testing creative and making bid and position adjustments make up the bulk of the effort and ultimately define the success of the program.

Our team has the knowledge, tools and experience to execute complex paid search campaigns – both domestically and internationally. Having worked for some of the world's largest brands, we are confident that we can make a positive contribution to your top and bottom line.

How can we help you?

If you would like more information on this or any other topic:

Visit us online @ www.elixirinteractive.com

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