

O2 Media Managed AdWords Service

Opening Minds



The Results

5.7% CTR Apr/May '14

36% Reduction In CPC



The Brief

Opening Minds had rebranded and were looking for a way to maximise the impact of their online Schoolbook and Educational Toy Store.

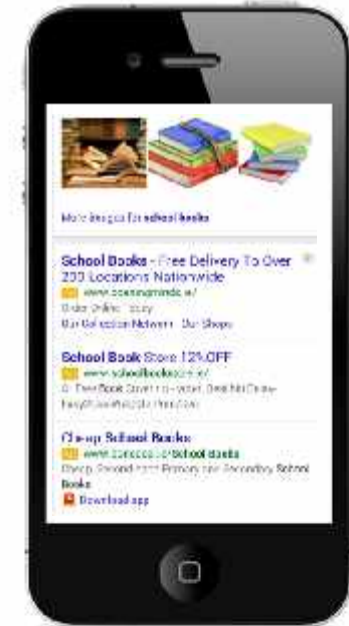
They had experimented with Google AdWords and social media campaigns as well as some traditional trade marketing. The effect had been below expectations due to lack of expertise.

The Solution

Opening Minds engaged Three Media to run their Google AdWords campaign. We created seasonal campaigns to focus their budget on the areas that would bring the best return. By using effective bid management and ad copy, we maximised the traffic volumes, reduced cost per click and increased CTR.

Opening Minds' Web Unit, the main beneficiary of the campaigns, have seen significant year on year growth that can be directly attributed to AdWords traffic.

CTR averaged 3.7% over a 12 month period, peaking at a 5.7% average in April/May 2014. Cost per Click was reduced by an average of 36% over the key Summer period.



"We engaged with 3 to help us implement a digital marketing strategy as we felt we could achieve better results with the right level of expertise. We choose to partner with O2 as we did not have the time or in-house expertise to effectively manage our AdWords campaigns. Through the effective use of their managed Google AdWords service we are now reaching a national audience and have seen our sales grow significantly!"

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Opening Minds