



Case Study

Relevant Traffic is successfully setting up various ongoing Pay Per Click campaigns for Tele 2, in search engines such as Google and Yahoo and keep increasing both traffic and sales

Tele2

Tele2 AB is Europe's leading alternative telecommunications operators with about 20 million customers in 15 countries. It serves as a fixed-line telephone operator, cable television provider, mobile phone operator and an internet service provider.

Background

The Telecom sector in Europe is very competitive with high cost per click rates in search engines' sponsored links. A vast number of searches are made daily, so the potential in running PPC (Pay Per Click) campaigns successfully is massive.

Challenge

In the past all Search Engine Marketing activities were local initiatives and the campaigns were never centrally controlled. Tele2 had faced problems with controlling the search market; affiliates buying their trademarks, competitors buying Tele2 brand keywords etc. Non-existent routines for running PPC campaigns. and the need to synchronize the campaigns with other media activities had also proved challenging. Tele2 has realised that managing PPC campaigns is time consuming and it needs specialist competence with both local knowledge and presence to be on top of local search behaviour and preferences.

Solution

Relevant Traffic now works closely with the responsible local web managers at Tele2 to test and change the current offers and copy texts. Well thought through PPC campaigns are continuously set up with proper tracking, lowering the CPA (Cost Per Acquisition) level to secure optimal activity per expenditure. Synchronisation of other media activities and advertising have been put in place as well as frequent follow ups and meetings to ensure best possible communication.

Outcome

- The various PPC campaign executed across a variety of European countries have had a great outcome.
- After 6 months, Relevant Traffic managed to combine an increased spending and increased traffic with lowering the CPA.
- Most importantly sales has rapidly increased as an effect of the campaigns, ensuring a high return on investment.

"In Relevant Traffic we have found an experienced and skilled Pan European partner for the important field of Search Engine Marketing and we will keep investing our budgets with Relevant Traffic since it has meant such high return on our investment"

- Klas-Göran Petersson, European Web manager, TELE2

About Relevant Traffic PPC

Pay Per Click ensure you get a higher return on your investment The most common way Internet users find companies and services is by using search engines. PPC maximises the effect of your investments in sponsored links and provides you with more qualified visitors to your web site. PPC is not a 'set up and leave alone' form of advertising and it is vital to regularly review you campaigns to ensure the optimum performance.

Relevant Traffic manages the whole campaign process:

- Reach your customer based on our keyword research
- Increase the interest (CTR/Click Through Rate) for your campaign through ad, title and copy
- Track, analyse and optimise the number of qualitative visitors with quick response time (CTR & CPA)

CPA 15%



Traffic 58%



Sales*



* Sales numbers are confidential but are constantly increasing



Relevant Traffic is a Pan European full service Search Engine Marketing firm founded in 1995 with offices in France, Spain, and Sweden (HQ) Relevant Traffic's mission is to maximise a client's ROI within the search market; including search engines, contextual environments and price comparison services.