

Who We Work With



THOMSON REUTERS

BlueCross
BlueShield

1800mattress®

Real Results

By creating a strong foundation through more effective keyword discovery and organization, we've been able to provide tangible results for clients that have dramatically impacted their bottom lines, allowing them to grow their businesses without growing their search marketing budgets.



YANKEE BARN HOMES

Decreased cost/conversion	34%
Increased conversion rate	70%
Decreased average cost per click	7%
Increased average click through rate	20%



SENTRY AUTO GROUP

Decreased average cost per click	37%
Increased average click through rate	600%
Increased Quality Scores from an average of 2/10 to an average of 7/10	
Doubled their traffic, while cutting their spend in half.	



DRIVES BETTER RESULTS FOR BUSINESSES

“Local search marketing is difficult because you not only have to deal with the same issues as national providers, you have to gain insight into the minds of the local consumer when searching for a local provider online. Wordstream has not only allowed our company to expand to hundreds of small locally targeted ad groups through their keyword management software which has boosted quality score, lowered overall click cost, and increased conversion rate. The data and keyword history we have collected with the tool allowed us to become the authority on how local customers behave online for our niche which we have used to inform our SEO strategy, website design, and consulting relationships with our clients.”

Rob Alfano, Manager, Internet Marketing, Marathon Data Systems

INCREASES THE BOTTOM LINE FOR PPC PROS



“Wordstream automates exactly what good PPC professionals (both agency and in-house) should be doing every day, but rarely are. Examining the specific keywords that your visitors use to find your site, and adding those keywords to your campaign, in exactly the appropriate ad groups based on categorization rules that you define...all without any ongoing daily effort at all. It’s a tool so good that I almost want to keep it a secret! However, more users will mean more development and more capability. It is a product well worth the learning curve.”

Kevin Patch, Anaconda Partners

PROVIDES GREAT SUPPORT AND SERVICES



“The customer support and services at WordStream have been instrumental in helping us achieve our search marketing goals. Having instant access to WordStream’s customer support reps and being able to tap into their years of experience and skills turned our underperforming paid search account around. Now it’s a finely-tuned machine and conversions and profits from PPC have nearly doubled.”

Sat Sindhar, Simply Personnel

MAKES MARKETERS MORE PRODUCTIVE



“WordStream’s Keyword Management software helped us implement a strategy of discovering and grouping new keywords every day, which we’ve found to be critical to the success of our search engine marketing. The WordStream software suite is constantly mining our website for new keywords that searchers used to find our website. It’s important to be able to find these keywords because they are so relevant to what our business does, and we know they work. Once we have the keywords, WordStream helps us organize them into highly concentrated keyword groups in a matter of seconds, so we can author more targeted Web content and PPC ads.”

Jackie Shapiro, U.S. Air Ambulance

HELPS SMALL COMPANIES GROW THEIR BUSINESS



“As a small agency, we were looking for a PPC solution that would help us work more efficiently in serving our growing base of PPC clients. Wordstream’s flexible packages and powerful interface made for a very compelling package that didn’t break the bank. And tied in with the high quality of support, it is a solution that we know will grow with our business.”

Patrick Cunningham, Director of Indulge Media

Next Steps



To find out how our software and services can help you and your company generate more leads at lower costs, contact us today by visiting <http://www.wordstream.com/contact-us>.