



Industries / Manufacturing

This South African client is a renowned manufacturer of durable quality trailers. Some of the types of trailers manufactured by the client are bike trailers, car trailers, cargo trailers, luggage trailers, agricultural trailers, boat trailers, jet ski trailers, workshop trailers, etc. The trailers are custom built as per each customer's specific requirements. Client's operations include manufacturing, refurbishing, servicing, and repairing trailers.

OUR CORE VALUES: PASTA - P = Passion, A = Appreciation, S = Simplicity, T = Trust, A = Accountability

Problem Statement

Before partnering with CIS, the client was associated with another PPC agency and encountered the following challenges in their PPC campaigns:

- ◆ Their previous PPC agency was not able to yield expected conversions.
- ◆ High cost per conversion.
- ◆ Their PPC agency used Ads which were not relevant to keywords used.
- ◆ Overall conversion rate was 0.4%.
- ◆ The business yielded negative ROI.

CIS Solution

When the client approached CIS, we first conducted an extensive research into their business niche and target markets, and then launched a PPC campaign. Our strategic approach included:

- ◆ Restructuring of campaigns, adgroups, keywords and ads.
- ◆ Included new relevant keywords and paused low performing keywords.
- ◆ Added negatives.
- ◆ Proper optimization of landing pages to improve conversion rates.
- ◆ Creation of new and relevant ad copies.
- ◆ Extensive Bid Management.
- ◆ Changing of Destination URLs.

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Services

- ◆ Pay Per Click
- ◆ Search Engine Marketing
- ◆ Campaign Management/Ad Copy Creation
- ◆ Bid Management
- ◆ Keywords Research
- ◆ Website Speed Optimization(Mobile and Desktop)
- ◆ Conversion Rate Optimization

Tools and Technology

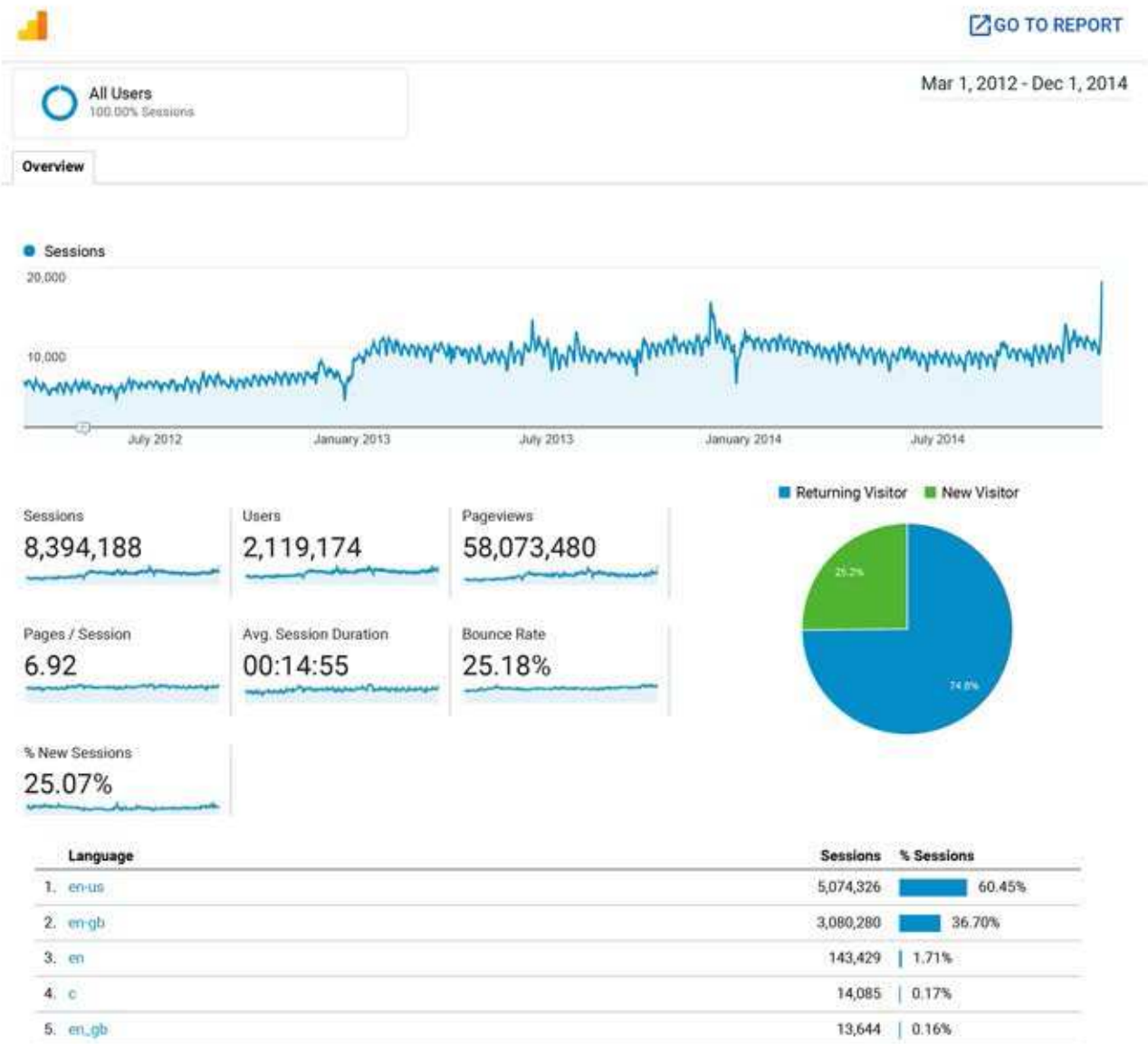


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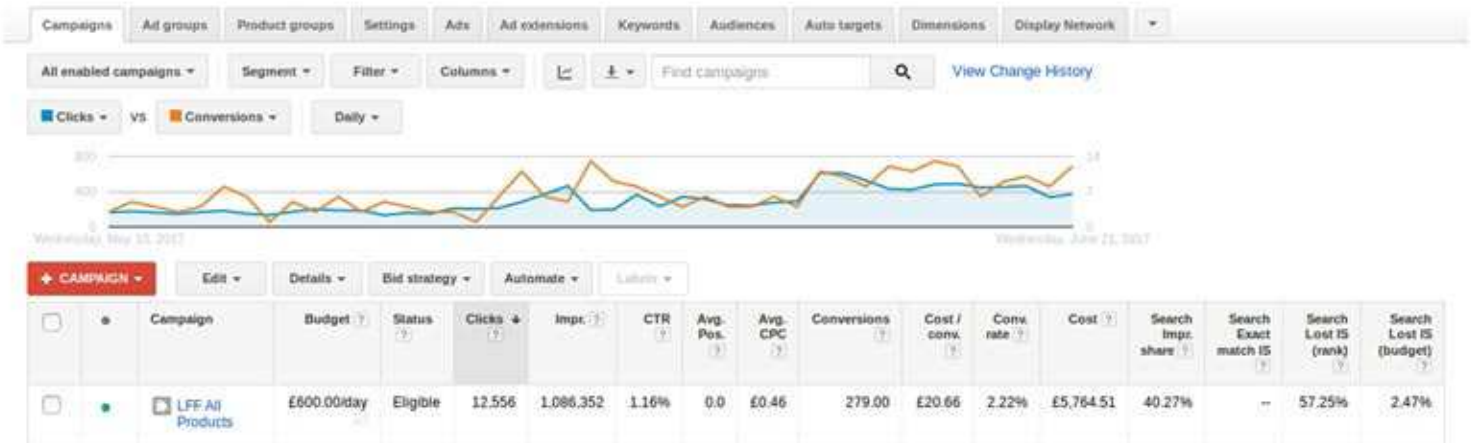
Positive Outcome

The client was more than pleased when the results of the PPC campaign were realized:

- Conversion rates increased by 55%.
- CTR increased by 1%.
- Cost per conversion decreased by 18%.
- Average CPC decreased by 6%.



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Our Achievements



14+
YEARS
IN BUSINESS



05
WORLDWIDE
OFFICES



1000+
EXPERT
TEAMS



12+
WEB
EXPERIENCE



7+
MOBILE
EXPERIENCE



7+
MARKETING
EXPERIENCE



100+
WORLDWIDE
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Gain useful insights into your business with our Business Intelligence & Analytics solutions that have a strong backing of our wide-ranging domain expertise and technology skills.

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