

BedBathStore.com increases total sales revenue by 15% while decreasing online advertising spend by 30%.

BedBathStore.Com

The Result

BedBathStore.com increased their online revenue by 15% and decreased costs by 30% as a direct result of SendTraffic's "Flat CPC Model"

"SendTraffic has helped us track performance of keywords to better understand where we should focus our marketing campaigns. Subsequently we've seen an increase in revenue and a reduction in spend for 2005."

- Mike Reichman
President, BedBathStore.com



The Company Background

Bedbathstore.com uses its 40 years of industry knowledge to offer incomparable promotions on Bedding and Curtains with discounts of up to 45% on many bedding ensembles by the best brands in the business. Customers can choose from a huge selection of high quality home furnishings while shopping from the comfort of their home on the user friendly BedBathStore.com website.

The Opportunity

To provide BedBathStore.com with a full service search marketing strategy to increase sales, reduce internal management costs, and increase ROI by improving the over all conversion rate of search driven traffic.

The Solution

SendTraffic's full service approach helped BedBathStore.com increase exposure by building out unique micro-sites and landing pages. This allowed BedBathStore.com to improve its brand awareness and garner additional streams of high converting search traffic.

SendTraffic continuously adjusts ad-copy for the best click through rates, adjusts bids for the best ROI, and examines landing pages for optimal conversion rates.