

## Ronco.com Partners With SendTraffic to Increase Online Sales 100% Within 60 days.

Ronco.Com

### The Result

Online sales revenue increase nearly 100% and ROI was significantly improved within the first 60 days.

“We thought we had a good hold on our search efforts until we started working with SendTraffic. Their technology and customer service sets allowed us to expand on our efforts and let us get back to focusing on what we do best.”

- Justin Guyette  
Director, Online Marketing  
Ronco Corporation



### The Company Background

Ronco is a premier direct response company which was originally founded by Ron Popeil, one of America's unique inventors. Over the past 40 years, Ronco products have pulled in more than \$2 billion in sales on TV and through Retailers. Ron himself was voted by Self Magazine readers as one of the 25 people who have changed the way we eat, drink and think about food. Under the direction of current management Ronco has expanded its marketing efforts to include internet search marketing.

### The Opportunity

To help one of the best known brands grow their online presence and increase sales through their website.

### The Solution

SendTraffic's full service approach helped Ronco.com increase exposure and sales by adding multiple search engines and creatively growing keyword lists. SendTraffic's technology allowed Ronco.com to manage all products to an individual product CPA goal through an aggregate of all engines.

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.