

# PPC Case Study



## THE PPC STORY

JC Metalworks are a Leicestershire based metal manufacturer who offer a full range of solutions for all metalworking manufacture requirements.

JC Metalworks recently approached Fifteen to handle their entire suite of digital marketing activity, in order to drive traffic to their website and increase conversions. This included SEO, remarketing and PPC.

### The objectives



**Grow**  
market share



**Drive**  
revenue



**Build**  
brand awareness

### The strategy

Fifteen worked with JC Metalworks not only to analyse their website and industry, but also their company to gain an in-depth understanding of their business objectives and what they wanted to achieve. Once completed, Fifteen were able to devise a strategy that would apply best practice processes to get the desired results.

The stages are illustrated below.



# Results

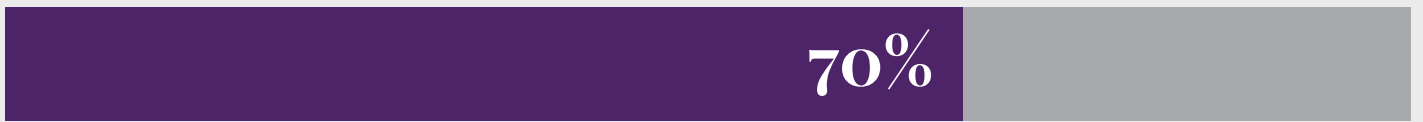
After only a short time, we have seen promising results:



Conversion rate



Click through rate



of all traffic is **driven through PPC**

## What they say about us

*"It is always a pleasure to work with Fifteen. Our enquiries are always dealt with quickly and efficiently, and the staff are always supportive and courteous. I would highly recommend Fifteen for all design & marketing solutions."*

**Mandy DeNysschen**

PA to Managing Director, JC Metalworks

# Remarketing Case Study



## THE REMARKETING STORY

JC Metalworks are a Leicestershire based metal manufacturer who offer a full range of solution for all metalworking manufacture requirements.

Fifteen manages the entire suite of digital marketing activity for JC Metalworks. This includes SEO, Remarketing and PPC, alongside managing the website, hosting and technical support.

### The objectives



**Increase** brand awareness



**Convert** customers already engaged with JC Metalworks

### The strategy

Following the success of their PPC and SEO campaigns, JC Metalworks adopted remarketing within their digital marketing mix. Our design team got to work on the creatives for the banners. The main objective was to represent the brand and highlight the key message as well as promote a strong call to action. We created three sets of banners to split test which converted best and gained most engagement.



# Results

£0.00      £0.10      £0.20      £0.30      £0.40      £0.50

**£0.24**

Cost per click



**30%**  
increase  
in traffic



increase in  
conversion

## What they say about us

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