

## (((TOTAL))) TOTALMASTSOLUTIONS.COM

### THE PPC STORY

Total Mast Solutions have been investing in PPC for a while, however, spend was minimal, coverage was limited and the campaign was under performing due to the initial set-up. Once spend increased, it was up to Fifteen to rebuild the account from the ground up.

### *The objectives*



**Increase traffic**



**Drive conversions**  
through phone calls and  
form submissions



**Increase ROI**



Work with  
Total Mast Solutions to  
**meet overall sales targets**

### *The strategy*

Total Mast Solutions distribute a range of masts with varying price ranges. In order to ensure all activity was profitable for the company, Fifteen split the different masts into various campaigns to adjust bids depending on profit margins.

### Key highlights



**107.91%**  
**increase**  
in visitors



**increase** in  
conversion rate



**24%**  
**decrease** in cost  
per conversion



**100%**  
increase in  
impression share



**98%**  
increase in clicks



**103.04%**  
increase in  
click through rate



**26%**  
decrease in cost  
per click

## What they say about us

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*"Fifteen have helped us tremendously to harness our Pay Per Click and Google Analytics accounts since embarking on our site overhaul in May 2015, explaining the (frequently complex) methods employed to attract and retain visitors to the website in lay terms, helping us generate content that ensures our rankings, keeping us up to date with current/best web practise and alerting us to any shortfalls in our site activity that could harm our SEO."*

**Lauren Birdsall**  
Senior Sales Director, Total Mast Solutions