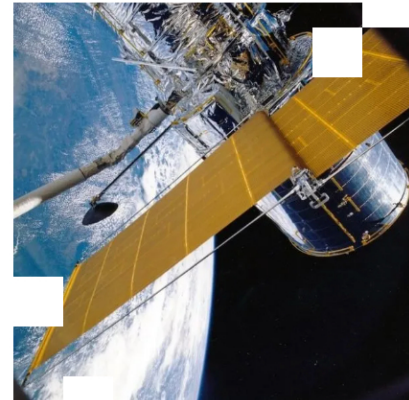


Case Study

Accuris formerly IHS

Accuris is a B2C eCommerce company utilizing paid advertising to effectively engage their target audience. They sought a partnership aimed at reducing their paid search expenditure while maintaining their revenue levels.

As a leader in the production of technical and product manuals, Accuris has strengthened its position in the market through a merger with its primary competitor.



-20%
Ad Spend

+\$40,000
New Revenue /Mo

About the Company

The Challenge

Accuris was investing \$50,000 per month in digital advertising, achieving a return on investment (ROI) of 150%.

While this result was impressive, the company aimed to reduce its pay-per-click (PPC) ad spend by 10% within four months and increase its ROI to 300%.

ACCURIS
Formerly IHS

Customer Testimonial

"Clicta Digital guided Accuris through a difficult site merge with their expertise and SEO/SEM strategy. They made significant improvements to our revenue from paid search while reducing ad spend through efficiencies."

Benjamin Hansberger, Marketing Analytics Manager at Accuris (formerly IHS)

The Strategy

Our approach involved conducting a thorough keyword audit to ensure that we were bidding on and ranking for the most effective keywords. This would help maximize revenue while minimizing the cost per click, aligning with the client's goal of achieving the highest possible ROI within the desired ad spend.

Key Action Items

Key Action Items

We performed a comprehensive keyword audit and analysis to identify which keywords were driving the highest conversions, allowing us to lower the cost per click effectively. Upon selecting the appropriate keywords, our team actively monitored and optimized the account on a daily basis.

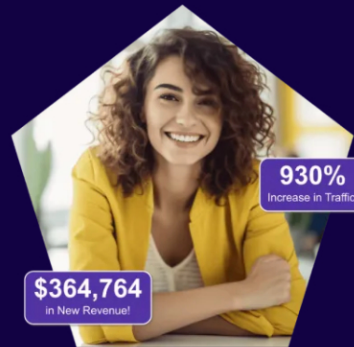
The Results

Within two months, we successfully reduced the ad spend by 20%, resulting in an additional \$40,000 in revenue and enhanced brand awareness. The team exceeded the initial goal of a 10% reduction in ad spend within four months, utilizing a strategic combination of Google Ads and Bing Ads.

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