



# PPC Management for E-Commerce Company

## PROJECT DETAILS

 SEO & PPC

 Oct. 2018 - Ongoing

 Less than \$10,000



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## PROJECT SUMMARY

After years of successfully implementing SEO strategies, Ignite Visibility has expanded their role to include PPC management. They suggest tactics during planning meetings and implement them in campaigns.

## PROJECT FEEDBACK

Ignite Visibility's efforts have increased sales as well as returns on ad spend (ROAS). The team consists of talented, capable specialists who are willing to provide support where needed. Customers can expect a high level of skill at a reasonable price.



## The Client

Please describe your company and your position there.

I handle the marketing for an e-commerce company that operates a few different web properties.


## The Challenge

For what projects/services did your company hire Ignite Visibility?


Ignite Visibility has been managing our SEO successfully for a long time. Based on their performance, we decided to engage them for a new PPC project.


## What were your goals for this project?

We wanted to increase sales as well as the return on ad spend (ROAS) from our PPC campaigns.

 Head of Marketing, E-Commerce Company

 Retail

 1-10 Employees

 Phoenix, Arizona

### CLIENT RATING

5.0

Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0



## The Approach

### How did you select this vendor?

We knew about their skills because they've been doing our SEO for years.

### Describe the project in detail.

We've had weekly meetings to go over our campaigns. Their knowledgeable PPC team would bring up ideas and implement them after the calls.

### What was the team composition?

We have an account manager and also converse with their head of PPC.

## The Outcome

### Can you share any statistics or metrics that speak to the quality of their work and impact of the engagement?

Both our sales and ROAS have increased since the engagement, and we are very pleased with the results.

### How did the Ignite Visibility perform from a project management standpoint?

The project management has been excellent. They're a great team and are very organized.

### What impresses you about the Ignite Visibility?

Ignite Visibility has a high skill level for an agency. Their people are very knowledgeable and organized with specialists in each area who come in to help whenever needed.





Are there any areas for improvement?

No, I can't think of any right now.

