EUROCELL

Established in 1974, Eurocell has been developing products designed to meet and surpass the needs of architects, fabricators, specifiers, installers and home owners. In addition to this, while becoming the UK’s leading manufacturer and distributor of UPVC, they have also become its leading recycler thanks to their commitment to precision, innovation and customer service.

BACKGROUND

HOW WE HELPED

By ensuring that industry best practice was implemented across the campaign, as well as ensuring Click Consult’s impeccable standards of research and campaign execution, Eurocell were able to make savings from their PPC outgoings in addition to increasing conversions and revenue. After three years management the non-brand revenue was over 16 times higher than in January 2012, with ROI more than doubling.
THE RESULTS

By ensuring industry leading search marketing techniques were applied within Eurocell’s highly competitive industry, Click Consult was able to deliver some fantastic results during this PPC campaign:

89.2% DECREASE IN COST PER CONVERSION

151.6% INCREASE IN CLICK THROUGH RATE

215.3% INCREASE IN CONVERSION RATE