



# Acotis uses Optimisation and Google Analytics to boost turnover

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**Mike Shotton**  
Director

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[www.acotis.co.uk](http://www.acotis.co.uk)

Acotis is a multi-channel jewellery retailer that hosts a range of top-name brands from Pilgrim to Hot Diamonds. With three offline stores in Staffordshire and Shropshire, the company launched its online presence in January 2006 with [www.acotis.co.uk](http://www.acotis.co.uk). With the success of this website, more are set to be rolled out. The company prides itself on quality, value-for-money and progressive innovation.

Acotis launched with a flurry of marketing, both in high-street fashion magazines and with online cost-per-click advertising. Using discount codes in its magazine features Acotis planned on being able to track its return-on-investment from its off-line advertising in order to compare it with its easily-read AdWords statistics. The results were dramatic. Acotis found that it received a better return on investment via online advertising.

Acotis Director Mike Shotton points to two aspects of AdWords which helped Acotis succeed online. Firstly, Acotis took advantage of the optimisation service. In the lead up to Valentines Day, Shotton decided to use a free optimisation offer to help the performance of one of his jewellery campaigns. Once the optimisation was completed, he allowed it to run for a time before checking the results. He says, “We found the free optimisation by far outstripped what we’d done. Our conversions and our sales went up month by month.” Shotton adds, “Since then we’ve been willing to spend more money because obviously we’ve been generating more revenue. So it’s been like a snowball effect for us.”

The second pillar of Acotis’ success strategy was Google Analytics. Hugely valuable at any stage of a company’s online marketing, Google Analytics is especially useful to an AdWords account that is being optimised. The reason? A whole range of reports which outline clearly, in an easy-to-use interface, which keywords are gaining conversions, where the optimisation has had most success and, the bottom line, how exactly the optimisation has driven revenue for the advertiser. Previous to Google Analytics, Acotis used only its year-in-year-out sales figures as a means of judging return on investment.

Now though, Acotis has a tool that can give feedback both in summary form and in detail on its performance right down to keyword level. Using a combination of the free optimisation service and Google Analytics, Acotis has witnessed dizzying growth. Shotton says, “We have seen an improvement in terms of ROI. I would say that it’s partly because of Analytics and partly the free optimisation. There is a link between the two. From last January to this January we’re 300% up on turnover and it’s continuing to grow month by month.” Going forward, Acotis has plans of optimising further campaigns as well as launching new websites.

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## ABOUT GOOGLE ADWORDS

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Google AdWords is the world’s largest search advertising programme, currently used by thousands of businesses to gain new customers cost-effectively. AdWords uses keywords to precisely target ad delivery to web users seeking information about a particular product or service. The programme is based on cost-per-click (CPC) pricing, so advertisers only pay when an ad is clicked on. Advertisers can take advantage of an extremely broad distribution network, and choose the level of support and spending appropriate for their business.

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For more information visit  
[www.google.co.uk/ads](http://www.google.co.uk/ads)

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