

allergymatters optimise for success



“Not only did the AdWords Team create optimisations that helped our business, they taught us how to manage our campaigns properly.”

Imed Besaies
Founder



ABOUT GOOGLE ADWORDS

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.

For more information visit
www.google.co.uk/ads

www.allergymatters.com

allergymatters is an online resource for those affected by a range of ailments from hay fever to psoriasis. The company's flagship website allergymatters.com has merited a host of media features and is seen as a paradigm breaker in the industry, leading the way in terms of the products offered and the information provided. The business idea came about through the allergy experiences of husband and wife co-founders, Alison and Imed Besaies.

Like many online retailers, Imed Besaies turned to AdWords to boost their online exposure. Besaies claims, “We were frustrated that we had such a cool site, with so many resources that the press were writing about but it actually wasn't getting instantly onto the top of the natural search results.” Traditionally their website allergymatters.com would see peaks in activity in the wake of a television or print feature. This, however, would taper off in the aftermath, leaving allergymatters.com with restricted internet exposure. They decided to make AdWords the central focus of their online marketing.

“We were trying to learn about AdWords by trial and error”, he says, “So it was nice to get some help from experts.” Besaies was offered a free AdWords campaign optimisation from the AdWords Support Team and he did not have to think twice before accepting. The main goal of the allergymatters' optimisation was improved conversion rates. Targets had to be hit and Besaies was quite certain of the return he expected from his campaigns. Failure to reach this level of performance put the company in the red. Over the weeks as the optimisation took affect, allergymatters' saw their desired targets hit...and then some.

What Besaies found as welcome as his campaign being turned around, was the knowledge that an optimisation brings with it. He claims that “Not only did the AdWords Team create optimisations that helped our business, they taught us how to manage our campaigns properly.” With optimisations tailored exactly to advertiser's goals, allergymatters picked up a wealth of information about how AdWords campaigns can be adjusted for different targets. Besaies says, “We learned about how to align objectives with keywords, with campaigns, with everything at the end of the day...using negative keywords, selecting the right budget...” The list goes on.

allergymatters has seen the benefits of optimisation in terms of both the monetary returns of their campaigns and the less tangible – but equally important - increase in their AdWords expertise. The success of their AdWords advertising is driving the company as a whole and year-on-year growth has hit 40%. They have also recently moved into the French market with allergymatters.com and further expansion is envisaged. allergymatters has found that even successful online retailers can use a little help tailoring AdWords for their particular needs and Besaies is confident that the free Optimisation service provided by Google is the perfect helping hand.