



International Rail Ltd uses AdWords Editor to manage advertising for three markets on three continents

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Omid Golshan
Vice-President
of E-commerce

www.internationalrail.com

With UK headquarters in Hampshire, International Rail (part of Wandrian Inc.) manages the booking technology for transactional websites in 90 countries, making it easy to purchase tickets and passes for more than 70,000 routes. For some products in its extensive portfolio, International Rail provides services on top of the backend technology, including marketing – and in this area, AdWords has proved a “great success in generating leads and raising awareness, but also in terms of conversion levels”, according to Omid Golshan, vice-president of e-commerce.

In particular, AdWords Editor, the standalone application that allows Windows and Apple users to download their AdWords accounts to their desktop and make large-scale changes quickly and easily, has helped International Rail develop the size and complexity of its accounts with ease. “AdWords Editor has really helped us to expand our account. You can very quickly go in to AdWords Editor, copy and paste, and within minutes you’re done. Even if you only want to change one element, you can do it very quickly.”

Golshan uses AdWords Editor to manage several child accounts within the company’s My Client Centre, and says there are advantages to having everything under one roof when some websites operate in different markets. ItaliaRail.com, for example, run as a partnership between International Rail and the Italian State Railways, has specific domains for the UK, the United States and Australia. “We know we can fine-tune the ads for one market and then copy and paste that account for another. The Australian and US markets have similar products, for example, so we can copy and paste, with minor changes for currencies and languages.”

Golshan also finds AdWords Editor a quick and effective tool for preparing campaigns for new sites and products – particularly last minute changes. “All our ads were prepared for a new microsite we were launching. We needed to change one keyword for 150 to 200 ads. Doing it through the interface might have been time consuming, with all the different variances, but with AdWords Editor it took me less than five minutes.”

AdWords Editor allows users to work on their accounts offline – a great benefit for those who find themselves on the move for business. “I tend to travel a lot to the different markets,” explains Golshan. “What I find really useful is the ability to have the AdWords Editor running on my laptop and make any changes I want to without having to be logged on to the Internet. I can very quickly make the changes I need offline when travelling. Then, when I’ve made all the changes I want, the minute I get to an Internet connection I can upload them – and within seconds they are running in all of my markets. That’s a fantastic plus.”

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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