

TRIO Display Improves Their Marketing ROI with SearchForce



Smart search technology from SearchForce gives TRIO a competitive edge, driving more leads at a lower cost.

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-- Adam Jones, Marketing Director

Pay-per-click (PPC) initiatives and other types of search engine marketing (SEM) programs are playing an increasingly vital role in a variety of sales and marketing plans, giving companies the tools they need to generate awareness among their target audiences, attract potential customers, and leverage new revenue opportunities. As the use of these campaigns becomes more prominent, marketing teams need to find more efficient and effective ways to execute and manage related activities in order to achieve their goals and maximize the return on their SEM investment.

Such was the case for TRIO Display, a San Diego-based firm that specializes in helping retail organizations to build and implement successful concept, design, and merchandising strategies. The company recognized the importance of SEM initiatives in its marketing mix, but its small marketing team had limited bandwidth to effectively support its ambitious efforts. Additionally, TRIO realized that it needed to further expand its SEM programs in order to maintain its competitive edge, yet lacked the resources to do so.

“We currently manage between 80,000 and 100,000 keywords and phrases as part of our PPC program,” said Adam Jones, TRIO’s Marketing Director. “Our small, yet busy marketing crew was tasked with not only overseeing our SEM campaigns, but juggling our other critical branding, lead generation, and sales support initiatives as well. We knew we weren’t realizing the kind of efficiency and savings we needed, and most importantly, we weren’t achieving the kind of results we could be.”

Problem

Internal marketing resources couldn’t support expanding PPC programs.

PPC campaigns not fully optimized.

Solution

SearchForce for Advertisers

Results

Experienced a \$3,000 drop in PPC spending.

Dramatically improved conversion rates.

Freed marketing team to focus on branding and other lead generation programs.

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TRIO set out to find a robust search engine marketing technology solution that would streamline SEM-related tasks and processes, and automate all their PPC bidding activities from end-to-end.

As the marketing team began researching and evaluating available solutions, they reached out to SearchForce, a provider of a powerful PPC Management platform that enhances all facets of campaign management. The SearchForce solution provides a broad range of features and functionality designed to increase efficiency and effectiveness by improving the way corporations generate and optimize their keyword portfolios, plan their campaigns, and track the results of their PPC efforts.

“From the get-go, it was clear that SearchForce was the right system for TRIO,” added Jones. “It was the only tool we looked at that enabled direct communication with Microsoft adCenter, in addition to Google and Yahoo – something that was a key requirement for us. And, they

were one of the most cost-effective and affordable solutions we found. But, most importantly, the sales team was extremely helpful and responsive throughout the evaluation process, so we knew we’d continue to receive superior service and support once we’d completed our deployment.”

TRIO began seeing results almost immediately after implementation. “In the first thirty days alone, we experienced a \$3,000 drop in our PPC spending, while dramatically improving our conversion rates, and we continue to reap those benefits from month to month,” claims Jones. “Since our primary goal is conversions, not search engine rankings, SearchForce allows us to set our own position preferences, so we can keep our links out of those spots that just don’t convert well for us.”

“As TRIO continues to expand both its marketing team, and its PPC programs, we will continue to rely on the SearchForce system to help us plan, execute, and

manage our campaigns as efficiently, cost-effectively, and successfully as possible,” Jones concluded.

About TRIO Display

TRIO was formed in 1990 to serve as a shopfitting service in the traditional European format – designing retail stores and graphics, supplying retail displays and fixtures, and consulting with clients on retail planning issues.

The company collaborates with its clients to help them develop, design, build, and merchandise their shop concept from the initial idea to the grand opening. TRIO seeks the best design solutions and display equipment to satisfy their clients’ needs, and as a result, can help retail organizations to create stores that quickly become favorites among shoppers.