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Case Study: Horizon Care Services PPC Campaign

At the time we started working with Horizon Care Services they had an old out-dated website that was void of conversion points and generated zero traffic other than people typing in the business name. Being the site had been up for several years one would think they would have eventually had some organic traffic but that was not the case.

As of February 1st of 2010 their new site went live, (www.horizoncareservices.com). Built into the pages was multiple conversion points ranging from form submissions to strategically placed phone numbers. We also began a PPC campaign utilizing our Call Accelerator platform serving ads to Google, Yahoo, and Bing in addition to their publishers. The platform tracks only key-word traffic and based on the keywords that generate phone calls and form submission automatically bids accordingly in-order to keep those converting terms on the first page of all the major search engines.

In the first 60 days their search traffic went from zero to averaging 900 unique visitors a month with an average of 3 ½ page views. The site has also generated over 60 form submission per month in addition to 50 plus phone calls all as a direct result of their PPC campaign. Being that the Call Accelerator platform learns and adjusts its bidding according to the traffic, we have seen the click thru rate go from 1.22% up to 2.38% and the average cost per click from \$2.27 down to \$1.23. The number of impressions has gone down 33% and visits have increased by 5%. The average position has jumped from 5.0 to 4.1.

The client needless to say is very pleased and with the detail tracking of the Call Accelerator platform they are able to monitor in great detail every dollar spent marketing online.