

Net Support Leverage Display Ad Builder to Drive 25% Conversion Rates

Who they are

www.netsupport-inc.com

Software development company
Peterborough, UK
offices in Atlanta, Toronto, Munich and Tokyo.

What they needed

Efficient and cost-effective marketing to expand into new markets in North America, Asia and the Middle East.

What they did

NetSupport began by targeting relevant inventory in international markets on the Google content network. It developed this strategy by launching rich media advertising created by Google Display Ad Builder.

What they accomplished

- 15 – 25% conversion rates on the Google content network
- 1.5 million+ impressions per day on the content network
- Saved design costs on creating individual image ads.



"It's a great way for us of raising awareness. I have to say that in terms of the level of response we get now, we'd put our weighting in favour of content."

Al Kingsley, Group MD, NetSupport Ltd

NetSupport Ltd is a commercial software development company supplying best-of-breed Remote PC Support and Desktop Management solutions to both corporate and education clients. With 20 years experience in the industry and over 100 staff, NetSupport's distribution network extends to over 60 countries and its software supports in excess of 7 million systems worldwide. NetSupport's range of classroom management solutions, which includes market leader NetSupport School, helps IT teachers and lab technicians provide a safe, secure and focused learning environment for students. The company's corporate range includes NetSupport Manager, a multi-platform remote support tool, and NetSupport DNA, the leading IT Asset Management solution. NetSupport has won a host of awards including most recently BETT "ICT Exporter of the Year 2009", Network Computing "Service Management Product of the Year 2009" and Network World's "Best of the Tests 2009" Award.

Over the last five years NetSupport has employed a business development strategy that has fundamentally changed the way it approaches marketing. For the majority of its 20 year history, marketing revolved around tradeshows, telemarketing, print advertising and direct mail. With international expansion came the move online. NetSupport MD, Al Kingsley explains, "We couldn't fund print advertising in each and every marketplace. We could by using Google AdWords... and also if you're selling a specialised solution you can't really rely on a scattergun approach to give you a developed response. With AdWords you can."

NetSupport had particular success with advertising its products on the Google content network. Kingsley says: "We wanted to use the content network because we felt that it would give us access to a whole raft of online resources that people would use, for example tech forums, news sites and industry-specific sites where our message could be aligned alongside a relevant topic or conversation thread." The success of content-targeting prompted NetSupport to get involved in rich media ads. The new Display Ad Builder fitted its needs perfectly. Kingsley says "We decided to experiment with this feature and realised that one of the great advantages is that you can produce your Ad Builder templates in a matter of minutes with all the different sizes that might be appropriate." For Kingsley, rich media ads are a means of standing out from competitors on valuable web inventory: "We are always trying to be more creative...that's an area where the new Display Ad Builder allows us to do more visually rich advertising and stand out from purely textual advertising."

About Google AdWords

Google AdWords™ is a performance-based advertising program that enables businesses large and small to advertise on Google and its network of partner web sites. Hundreds of thousands of businesses worldwide use AdWords for text, image, and video ads priced on a cost-per-click (CPC) and cost-per-impression (CPM) basis. Built on an auction-based system, AdWords is a highly quantifiable and cost-effective way to reach potential customers.

For more information, visit
<http://www.google.com/adwords>

For NetSupport, the speed of Display Ad Builder brought rich media advertising to a new level. No longer did every price change and product update require a call to the graphic designer. Kingsley says “We have a fair number of image ads but the flexibility of the Display Ad Builder is that we can very quickly bring in new messages for short runs without the cost of going back to marketing and having specific collateral produced.” And the savings are not restricted to efficient, free ad copy. Conversions on the new ads are stronger than NetSupport’s previous efforts. Kingsley says “Our conversion rates are much higher on the image ads we created with Display Ad Builder than they are on the pure text approach.” For example, with NetSupport’s corporate asset management products, 25% of visitors who come through the Google content network download the software. The content network provides over 1.5mill impressions daily. Kingsley concludes “We are big fans of the display ad system. It certainly gives us a really big impact. The stats show that we get a much higher CTR from them and we save marketing costs because we don’t have people sitting designing static imagery. We can let you guys do the hard work for us and just put our logos and box shots in.”

