



Lighting Direct cuts costs and triples Clickthrough Rate (CTR) with Google Analytics

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Gary Berg

Founder of Lighting Direct



Founded in 1991, Lighting Direct is regarded as the number one online lighting company in the UK. With over 6000 products on the company's website, Lighting Direct has established itself as a one-stop-shop for everything from the grandest chandeliers to novelty Christmas lights. The company also prides itself on providing value-for-money and helpful information that caters to both indoor and outdoor lighting.

The challenges facing Lighting Direct have been in constant flux as the company transformed from an Internet new-comer to an online leader in its field. As late as 2002, the company had just three staff, of which only one was full-time. The man at the helm was Gary Berg, “I put together a little website with about 200 products on it. Then we started getting a bit of interest and I started looking for ways of how I could let people know I was there...we really just wanted to drive traffic to our site. I found AdWords was the best way of doing that.”

As an Internet newcomer, Lighting Direct had shown that they could use Google AdWords to drive traffic to their website and build their company. However, with business growing rapidly, Berg soon decided that to scale Lighting Direct efficiently and to make sure that all keywords were profitable, emphasis needed to shift from simply driving traffic and brand awareness to also creating conversions and increasing return-on-investment. To make the advertising better pay for itself and to better track user behaviour, Berg turned to the free tool Google Analytics to help him adapt his advertising. The results were dramatic. The highly targeted ad texts and keywords resulted in many campaign clickthrough rates sky-rocketing to 20%–30%. It was not unusual for campaigns to see their clickthrough rate triple in the period after the review.

On the changes made, Berg says, “I was able to take out quite a few keywords and make the campaigns leaner. There has definitely been an increase in business since using Analytics.” This latest advertising drive is just one such initiative taken in a highly successful relationship between Lighting Direct and Google AdWords. As the company has grown they have found different tools and techniques available through AdWords. “When we first started with this exercise we had two part-time people and now we employ ten people. We are now doing about seven or eight times the turnover compared to four years ago thanks to AdWords and Analytics.”

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
