



AdWords secures the highest quality traffic to help Rackspace grow its bottom line

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Fabio Torlini
Marketing Director at
Rackspace

www.rackspace.co.uk

As Europe’s most successful managed hosting company and with online technology at the heart of its business, Rackspace has always believed in the power of the internet to market its services successfully. The team launched a Google AdWords campaign 5 years ago with the clear objectives of quality leads and sales conversions in mind. Google has delivered with impressive returns.

Early adopter gets the leads

Ever since Rackspace launched in the UK in 2000, its marketing team has been focused solely on lead generation. The company knew that any online marketing activity would need to do more than simply drive traffic to its website – it would have to deliver high quality traffic that would generate leads and convert sales. Five years ago, Google’s AdWords was added to the marketing mix to help achieve this.

Today, Rackspace is the fastest growing managed hosting company in Europe with a growth rate of around 80% per year. Fabio Torlini, Marketing Director at Rackspace, knows that this phenomenal success is partly down to the high quality web traffic it receives, “To this day, our 50-strong sales team has not once had to resort to time consuming, low-yield activities such as cold calling because our online campaigns are so successful at bringing in genuine leads. We achieved this thanks to carefully executed marketing activity, of which Google AdWords is an essential part.”

Rackspace’s results have been truly outstanding. Over the last 4 years, traffic to the Rackspace website has gone from just a few hundred visitors a day to well over 1,000. However, with its focus on quality traffic, Rackspace is more impressed by figures that show traffic retention has increased by more than 50% over the last 2 years and that the numbers of qualified leads have increased by a dramatic 400% in 3 years.

A higher class of visitor

Rackspace knows that AdWords has played a central role in achieving such good results. Fabio comments, “Google is simply the most cost effective search engine by far. The quality of traffic we get from Google is far higher than that from any of its competitors, which in turn means a far more impressive ROI.”

Google is one of the most flexible and adaptable elements of Rackspace’s marketing mix, something that is demonstrated by the ability to act at both a global and local level. The EMEA division of Rackspace serves customers from 57 different countries, so to ensure success in regions as diverse as Sweden and South Africa, localisation is essential. Fabio continues, “We think globally and act locally. Our campaign planning is primarily done from the UK but we localise our campaigns at every opportunity, for example to select keywords which reflect the different needs and behaviours in different countries. The ability to utilise our market knowledge so meticulously is invaluable in getting the right kind of traffic and maximum results.”



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

“We know that the Google approach works because we analyse our campaigns constantly. We monitor the level of traffic, the stickiness of traffic, the number of leads and the amount of closed business. Campaigns that don't deliver are changed immediately. The beauty of AdWords is that changes can be made on a daily basis with minimal effort. Google has helped us to understand our campaigns inside out.”

A long term partnership

2006 was one of the best years yet for Rackspace. With more than 9,000 customers worldwide, Rackspace was delighted to reach a milestone 2,500 customers across the EMEA region last year. Fabio concludes, “Reaching the 2,500 mark meant we doubled our business last year and we thank Google for the important role it has played in helping us achieve such success. AdWords delivers smarter, more effective campaigns than any of its competitors and it is for this reason that Google will remain the cornerstone of our online marketing strategy in the future.”

