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Alan Lim
Head of Strategy



PurelyGadgets use AdWords to grow their brand in the highly competitive electronic goods market

PurelyGadgets is one of the UK's leading online retailers of electronic goods. Established in 2004 to capitalise on a rapidly expanding internet market, PurelyGadgets found their niche through using an in-house team of expert buyers to source the best value products from around the world. A combination of competitive pricing, fast delivery, and reliable pre and after sales facilities have proven popular with customers. The final strand however was growing their online presence – and it was to Google they turned to achieve this.

The challenge, and how Google AdWords fits in

Acquiring business and recognition in a highly competitive market was the key initial challenge that PurelyGadgets faced. Initially PurelyGadgets toyed with the idea of taking a hands-off approach to their advertising, by hiring a company who would take care of it for them. This approach wasn't successful however, as Lim explains. “We believed that we could do this better [than an outside company] because we know our products and services.” Instead, PurelyGadgets turned to Google AdWords to assist them in creating an online presence. “I actually learned about online advertising from Google,” admits Lim. “We find Google very easy to use. The main reason is that we can control the budget so easily. We were a very new start-up company then and we were very concerned with costs and Google let us see...results within twenty-four hours.”

Advancing with AdWords

Having begun trading from home in 2004, as a company of four to five employees, PurelyGadgets now employs over 40 people in their London based offices. “We grew about 700% over the past two years,” declares Lim. “Without using Google we would not grow this fast.”

Expanding further on this point, Lim says “Google initially put us on a par with other big brands...I think Google is a trusted brand...the demographic feels more confident buying from us...because they see us from Google...If you're looking at increasing market share, branding...and also customer acquisition... Google is a much better choice because it has a much bigger audience.”

Google tools

Given the competitiveness of the market in which PurelyGadgets operates it is necessary for them to be both extremely dynamic and make full use of all AdWords features available to them. This is something which they do to excellent effect, as Lim explains. “We eliminate a lot of unqualified leads with negative keywords...Although it's a very simple functionality, I find negative keywords extremely useful.”

“We use Google Analytics which is fabulous,” he further comments. “AdWords Editor is very good as well...we change our prices every day...only Google allow us to have that sort of flexibility.”

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

Future Plans

Not content with entering into new territories from a retail perspective, PurelyGadgets intend to do so geographically as well. At present due to a lack of viable payment platforms, PurelyGadgets restrict their activities to the UK market. However, Lim is enthusiastic and optimistic about the imminent launch of the Google payment platform, Google Checkout. "I think that once the Google Checkout has been launched [we will] have a payment platform all across the world. I think that will open up our market totally'.

Speaking of future plans to continue growing with Google AdWords, Lim states "It feels like you do have somebody working for you in Google...I can't find anything better."

