

Subitufoto.com increased sales and its user database with sponsored links.

subitufoto.com.ar

Subitufoto.com (www.subitufoto.com.ar) is the Internet site for services, tools and content related to digital photography. Currently their number one service is digital photo developing, which allows the user an extensive amount of alternatives for delivery options and payment methods.

THE CHALLENGE

The main objective raised by Subitufoto.com to Inzearch was to generate leads (valid client registrations to the digital development service) on the site and to increase online sales at the lowest possible acquisition cost.

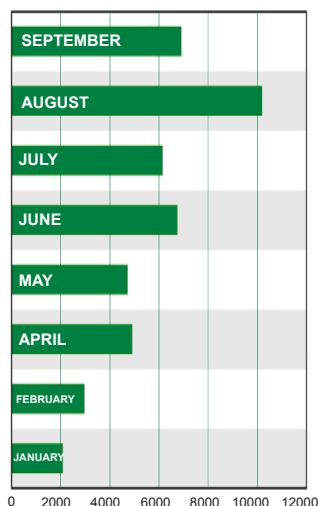
STRATEGY

The online search strategy consisted of increasing the qualified traffic to subitufoto.com via sponsored links' campaigns within the Google network and consequently assuring that every user interested in digital photo developing would find the site.

TACTIC

- Analysis and development of keywords highly related to the services of digital photo developing online
- Creation of numerous and varied text ads.
- Constant Optimization and reformulation of the keywords and text ads.
- Analysis of the CTR and conversion /position of the text ads.

RESULTS



- Generated more than 50,000 qualified contacts (potential clients)
- Increase in the quantity of online transitions month to month.
 - Percentage of subscriptions 3%
 - Percentage of sales 5%
 - Purchase per client: 1,5%
- Decrease in the cost per contact and a 60% increase in sales since the beginning of the campaign.

Sebastián Tamanaha, Director of Retail Services of Subitufoto declared "inZearch allowed us to be present in the exact moment that potential clients are looking for our services"

"One of the great advantages of doing Search Engine Marketing is that it works under a Cost per click model, meaning we only pay when a user that is searching for our services clicks on our campaign ad and visits our site. "