



## Are your Paid Search arrangements working for you?

Jokers' Masquerade is the UK's leading online supplier of costumes and fancy dress. It had been a year since SEOptimise started running Jokers' successful SEO campaign, when Jokers' approached SEOptimise with concerns about an excessive spend on their self-managed PPC account. With competition heating up in this field, Jokers' Masquerade needed to ensure that their PPC spend would reduce, whilst seeing a minimal decrease in traffic and, more importantly, without seeing a decrease in sales.

SEOptimise developed a strategy not only to divert more traffic through Jokers' natural (organic) position, but also to reduce their PPC spend.

This project has seen some great results. In the first year, SEOptimise managed to decrease Cost Per Click (CPC) by 15% and reduce Jokers' total amount spent by 42%. Furthermore, Jokers' ROI for December 2010 soared by 99% compared to the previous year. The end of Q1 2011 has also seen an annual increase in ROI of 57%.

“Since we approached SEOptimise with our PPC concerns, they were able to quickly identify areas of improvement. Not only did they put their experience into practice, they managed to completely surpass our expectations. We are really excited about maintaining this relationship with them”.

Managing Director  
Jokers' Masquerade

