

PPC Management for E-Commerce Company

PROJECT DETAILS **A** SEO & PPC

B Oct. 2018 - Ongoing

C Less than \$10,000

D *“The project management has been excellent. They are a talented team and are highly organized.”*

PROJECT SUMMARY

After years of successfully implementing SEO strategies, Infinite Prime has expanded their role to include PPC management. They suggest tactics during planning meetings and implement them in campaigns.

PROJECT FEEDBACK

Infinite Prime’s efforts have increased sales as well as returns on ad spend (ROAS). The team consists of talented, capable specialists who are willing to provide support where needed. Customers can expect an elevated level of skill at a reasonable price.

The Client

Please describe your company and your position there.

I handle the marketing for an e-commerce company that operates a few different web properties.

The Challenge

For what projects/services did your company hire Infinite Prime?

Infinite Prime has been managing our SEO successfully for a long time. Based on their performance, we decided to engage them for a new PPC project.

E Head of Marketing, E-Commerce Company

G Retail

H 1-10 Employees

F Phoenix, Arizona

CLIENT RATING

5.0

The Approach

How did you select this vendor?

We knew about their skills because they've been doing our SEO for years.

Describe the project in detail.

We've had weekly meetings to go over our campaigns. Their knowledgeable PPC team would bring up ideas and implement them after the calls.

What was the team composition?

We have an account manager and converse with their head of PPC.

The Outcome

Can you share any statistics or metrics that speak to the quality of their work and impact of the engagement?

Both our sales and ROAS have increased since the engagement, and we are incredibly pleased with the results.

How did Infinite Prime perform from a project management standpoint?

The project management has been excellent. They are an effective team and are highly organized.

What impresses you about Infinite Prime?

Infinite Prime has a high skill level for an agency. Their people are truly knowledgeable and organized with specialists in each area who come in to help whenever needed.

Are there any areas for improvement?



No, I can't think of any right now.

INFINITE PRIME

