

How e-Intelligence Optimized
PPC campaign and Sales
For Fiberpartner.com

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Fiberpartner.com Case Study



**Yet Another
e-Intelligence Customer
Success Story**

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The Client: www.fiberpartner.com



With a huge experience of over 150 years, **Fiberpartner.com** is a leading-edge company with its business operations spread all across the globe. The company is a global leader in manufacture and supply of staple fibers in polypropylene, bi-components and polyester along with technical yarns in polyester and polyamide, and plastics in PET and PP. A widespread global network across raw materials, machinery and finished products makes Fiberpartner.com incomparable.

The Objective

Fiberpartner.com, one of the world's oldest manufacturers and suppliers of Industrial fibers, was struggling big-time coping up with the online competition. This was a bit unfortunate considering the fact that the company has been operating for over a century and a half. It was frustrating for the company to see even the newbie companies overtaking them on the web front. Fiber Partner partnered with e-Intelligence to defeat this competition through accelerated online growth in a cost-effective manner. The ultimate goal, hence, for e-Intelligence was to develop and implement an efficient PPC campaign for the client.

The Challenge

Fiberpartner.com had previously tried managing the PPC campaign in-house. Although specific and relevant, the online adverts proved quite costly. These ads also failed in generating enough and substantial leads for the company. Fiber Partner had to often deal with inferior quality traffic coming to its site. The bounce rate was very high whereas the conversion rates were extremely low. As a result the company had wasted most of its PPC budget. Seeking an expert advice on the matter, the company engaged e-Intelligence for strategically designing and implementing a PPC campaign. The experts at e-Intelligence were faced with these primary threats:

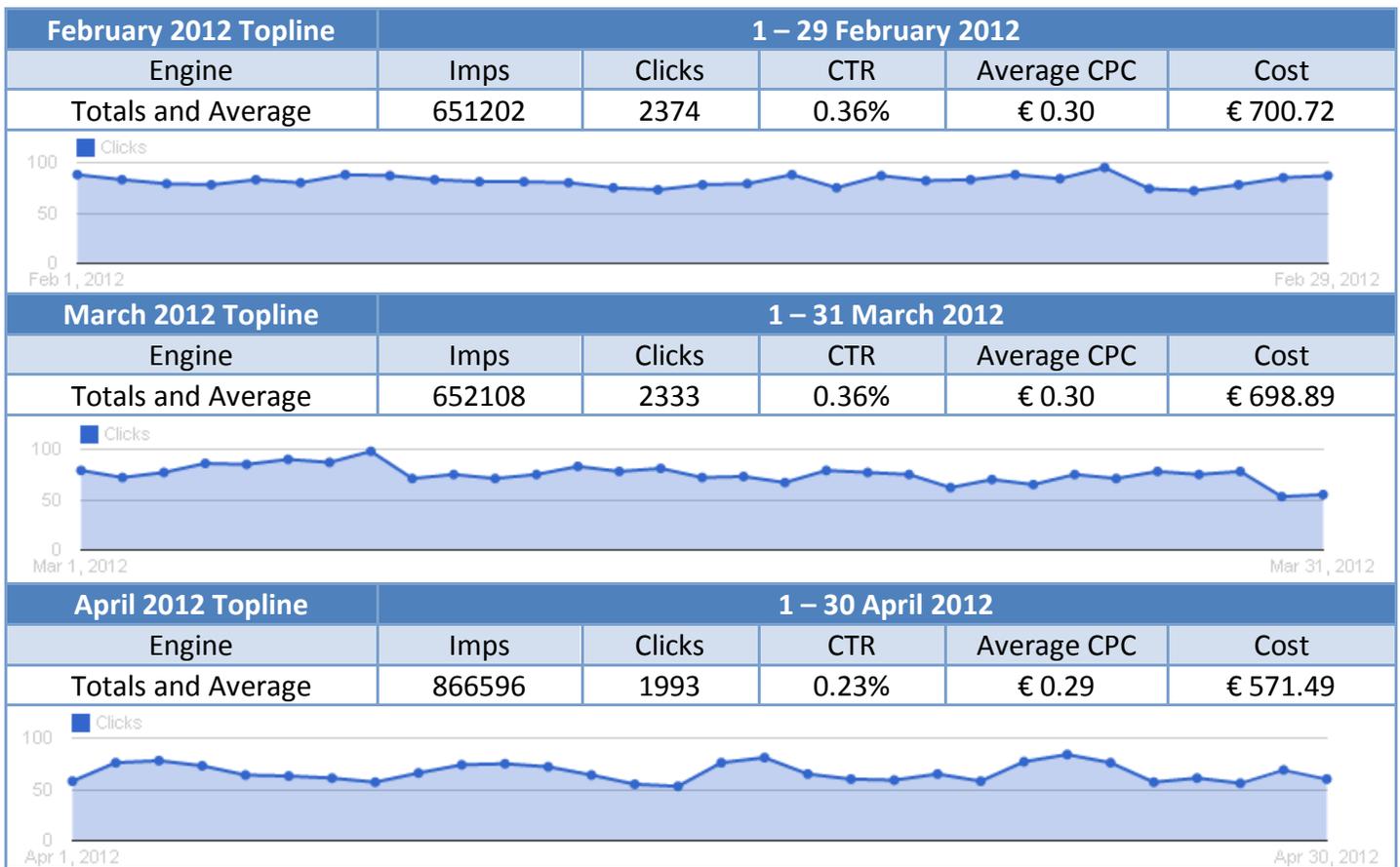
- Rectifying the errors in the previous PPC projects, and then constantly monitoring and optimizing the client's online ad budget.
- Decreasing the conversion cost and simultaneously ensuring an expansion in the global web reach for the client.

The e-Intelligence Solution

Within no time, the e-Intelligence experts identified the lapse in the Fiber Partner's PPC campaigns. Considering their vast experience, it was not difficult for them to correct these issues. The team then formed performance benchmarks to be able to examine and report the changes and improvements in conversions and costs to the client. With a motive of attracting higher and relevant visitors at an economic expense, e-Intelligence devised a strategic roadmap to implement Fiber Partner's pay per click advertising. Only getting high leads was not their end-goal. Their ultimate aim was to convert these leads into opportunities and then sales for the client.

The Results

The outcomes were instantaneous and apparent upon the launch of the ad campaign. Within a matter of few months post the launch of the PPC campaign for Fiberpartner.com, e-Intelligence was able to cut down their cost per click by 96%. The overall campaign cost was also reduced by 80%. On the other hand, conversions and lead generations were increased greatly. These results were so promising that Fiberpartner.com decided to include paid advertising as a natural addition to their overall marketing strategy.



About e-Intelligence

e-Intelligence is a single-stop digital interactive marketing solutions company. As a leading global web agency, e-Intelligence provides customized and constantly revolving solution-based services for a number of marketing applications across various industry verticals, globally. The company has the rich experience, strategic leadership and sound expertise to develop innovative market-leading web solutions for clients of all sizes. Its never-ending research, acute know-how of search engine algorithms and peculiar spider behaviors helps in defining precise SEO and SMM processes for the clients. e-Intelligence constantly thrives to get its clients desired results by applying ethical and white-hat techniques of web marketing.

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