

Audiovisual Technology Industry

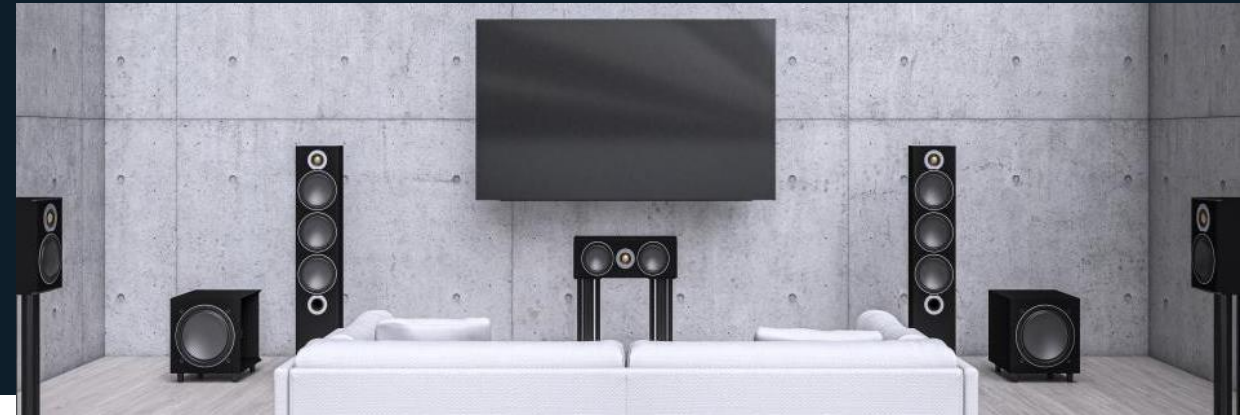
CASE STUDY

A company operating in the audiovisual technology sector needed help in enhancing their online sales performance and improving visibility in both paid and organic search results. A major challenge they encountered was the lack of proper optimization on their product pages, which negatively affected their search rankings.

STRATEGY

Postmedia carefully assessed the client's needs and available marketing resources before creating a comprehensive strategy that combined SEM and SEO to boost online sales and optimize product pages that included:

- Combining SEM and SEO optimization to produce synergistic results and amplify overall performance.
- Improving product page rankings and Quality Scores in SEM campaigns with unique, keyword-rich descriptions to reduce cost-per-click bids.
- Enhancing keyword reach through our SEO initiatives for more precise and effective SEM strategies.
- Determining products that rank well organically to reduce SEM bids for cost savings.
- With strong organic visibility, pausing SEM branded campaigns to streamline advertising budget.



RESULTS

By aligning SEM and SEO strategies, we significantly improved rankings and quality scores, resulting in a 20% reduction in CPC bids for our client. This boosted targeting accuracy and increased the efficiency of our SEM initiatives.

350K

LINK CLICKS

2.09%

CLICK THROUGH RATE

7M

IMPRESSIONS

5x

INCREASE IN ORGANIC
MONTHLY VISITORS

\$0.60

COST PER CLICK

3x

INCREASE IN TIME ON SITE