

Beachballs.com sees a rise in sales with agency partner 180Fusion.

Goals:

Send qualified traffic to their online beach ball bazaar, which boasts 400 varieties of the quintessential seaside toy

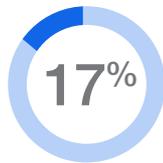
- Capture clicks by shoppers bent on buying Beachballs.com's signature product (whether classic, light-up, or custom-printed)
- Avoid showing ads to people who probably aren't in the market for beach balls, inflating ROI as a result



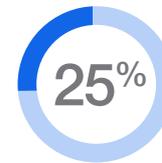
Results & Metrics:



Sales grew by 25% as more relevant keywords fueled conversions



Expanded campaigns drove 17% more traffic to the site



Cost-efficient keyword control saved Beachballs.com 25% on AdWords



Drive Sales

Beachballs.com & 180Fusion Case Study

Products:  AdWords

David “Beach Balls” Layton bought his nickname’s domain on a whim. Thanks to 180Fusion and AdWords, he’s now the proud owner of a bouncing business.

Game Plan: Google AdWords

- ▶ Revamped campaign to draw in more potential customers without increasing spend
- ▶ Used negative keywords to filter out clicks that weren’t likely to convert

“Local advertising, television, and radio didn’t work for us. We’re not an impulse buy. When people want beach balls, they search for them on Google and they find us. 180Fusion knows how to target them.”

David Layton - President - Beachballs.com

Why it worked:

Built on trust

“In the past, I had serious trust issues and didn’t want to put all my business in the hands of a stranger. Now, one year later, I believe any company that is managing their own online advertising should consider a third party like 180Fusion. They pay attention where I can’t. It’s like having your own little marketing department, and they’re not that little.”

David Layton

Accentuate the negative

“In August 2012, we noticed an increase in traffic and a huge dip in sales. 180Fusion called us immediately. It turned out that people were searching on beach volleyball terms because of the Olympics, not because they wanted to buy beach balls. By adding some negative keywords, 180Fusion probably saved us thousands of dollars.”

David Layton

Doctor’s orders

“At 180Fusion, we’re sort of like doctors. We have a full medicine cabinet of prescriptions to help our patients increase sales. We’ve found that Google AdWords drives near-term ROI better than anything else in our medicine cabinet.”

**Scott Cohen
CEO
180Fusion**



Find a Google Partner at
www.google.com/partners/#a_search