



Who they are



www.yourshare.com.au
Founded by Paul Brady
Commission rebate specialists

Campaign history

- Started on ineedhits Easy Search Advertising program mid 2008.
- Campaigns and budget expanded with business growth.
- Ad Copy and budget tailored to integrate with feature on TV.

What they achieved

- First page placement on Google for related search terms.
- Targeted new customers visiting www.yourshare.com.au each month.
- Increased sales and more conversions from targeted website visitors.
- Positive ROI each month

Over 3,175 Website Leads and Counting...

YourShare used Easy Search Advertising to connect with thousands of customers looking for financial services on Google!

YourShare - Helping Australians Save

The idea that you can get money for nothing seems too good to be true. But if you have investments such as managed funds, super or even life insurance, YourShare can help to make this dream a reality.

Yourshare (www.yourshare.com.au) is a unique financial service that helps customers reduce commissions paid on all financial products and services. By registering your financial products and investments with YourShare they will refund you 100% of all upfront investment commissions, and send you a cheque for your share of all the trailing fees and commissions your financial products are generating every single year.



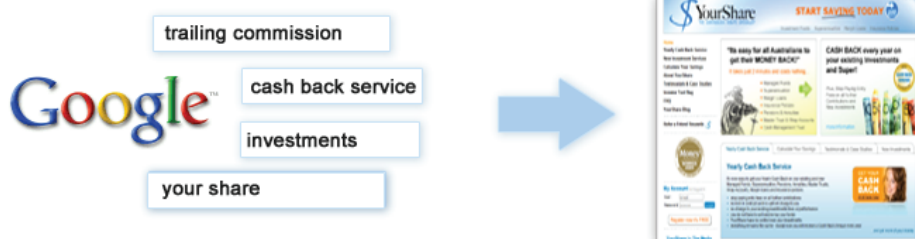
The Challenge - Getting Business Online

YourShare came to ineedhits with a simple goal - to connect with people looking for their services online. After identifying YourShare's target market, ineedhits found that a huge number of potential customers were using Google to research financial services offered by YourShare.

The Solution - Targeting Customers with Google

To connect with the thousands of potential customers on Google, ineedhits developed a search advertising campaign which specifically focused on customers looking for financial services online.

To achieve this, ineedhits identified a number of specific search terms related to Paul's business and created a Google advertising campaign to target customers performing these searches. The end result is that for any search related to Paul's business, his website would appear on the front page of Google - connecting him with targeted customers who are looking for financial services every day.



The Results - New Customers and Positive ROI!

Since Paul's campaign launched in the middle of 2008, his Google Ad has been seen by over 500,000 potential customers, generating over 3,175 visitors to his website.

" Easy Search Advertising helps our business stay on the first page of Google and delivers us new customers everyday! I'm very happy with the campaign and with ineedhits. "

To learn how ineedhits can achieve similar results for your business, call us now:

USA: 1866 873 5834
UK: 0800 036 0096
AUS: 1800 750 204

