The Sweet Taste of Success

Delicious Buds have used ineedhits and Google AdWords to reach thousands of interested customers every month.

Who They Are

www.deliciousbuds.com.au
Chocolate and Candy Bouquets
Delivers to Sydney, N.S.W.

Campaign History

- Started with Google AdWords in December 2006.
- Initial traffic budget of $90 per month with one Ad group.
- Campaign now spending $1200 per month with additional Ad groups.

What They Achieved

- 1,300 new potential customers to their website each month.
- 30+ page 1 Google listings for highly targeted key phrases.
- Lower than average click cost (CPC) from attractive ad copy and high click through rates.

Delicious Buds Chocolate & Candy Bouquets

Delicious Buds offers the perfect gift for any occasion, elegant, unique and scrumptious. Their range of chocolate and candy bouquets are guaranteed to delight and can be delivered anywhere in Sydney for your next special occasion.

Run by friends Anna and Daniela, Delicious Buds use their website as an online shopping cart to showcase their range of products and process customer payments and orders.

ineedhits Google AdWords Campaign

ineedhits developed an extensive Google AdWords campaign that targets local Sydney customers looking for chocolate flowers and arrangements on Google.

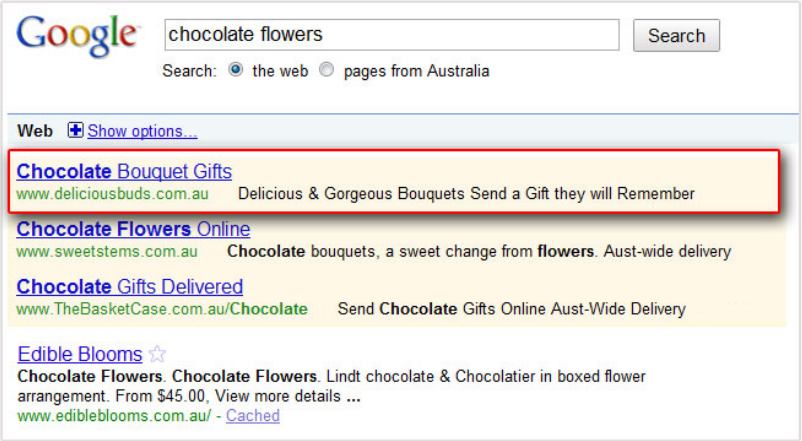
Starting on a monthly budget of only $90, Delicious Buds have gradually expanded their campaign and now spend a total of $1200 every month on Google traffic. With carefully designed ads, ineedhits have managed to reduce campaign cost-per-click (CPC) while maintaining top ad position and a high click-through rate (CTR).

The Results -1300 Monthly Visitors, Page 1 Listings and High CTR.

ineedhits Google AdWords campaign has been very successful in driving highly targeted visitors to the Delicious Buds website.

ineedhits Google AdWords campaign delivers:

- 1,300 Visitors Each Month
- Page 1 Average Google Position
- Reduced Campaign Cost-Per-Click (CPC)
- 10% Ad Click Through Rate (CTR)



"We are happy with ineedhits and have been with you for many years now. We always find Michael very helpful." Anna De Carvalho

Call us today to see how we can generate the same results for you!

USA: 866 873 5834
UK: 0800 036 0096
AUS: 1800 750 204