



The Performance Marketing Specialists

**CASE STUDY**

# brennan

[www.Brennan.co.uk](http://www.Brennan.co.uk)

The Brennan JB7 Hi-Fi Jukebox is the brainchild of computer engineer Martin Brennan. It lets you transfer your music collection of vinyl/cassettes or even iPods or other similar devices including ones using a USB connection. This allows precious recordings to be saved and played back as easy as tracks loaded from CD's.

Martin Brennan is a computer engineer who developed pioneering personal computers such as the loki (for Sinclair Research) and the Atari Jaguar video game console.

Brennan used to run all PPC activity in-house. With limited time and experience this meant that their paid search activity was under performing and was in need of specialist attention. Brennan hired firstClick digital to take over all PPC activity and help boost conversion rates and sales across brand and generic search terms.

***Not only did Brennan lack proper conversion tracking/goals, they were also bidding aggressively on too many broad match keywords, resulting in a lot of wasted budget.***

## Our Approach

As the Brennan JB7 is in a niche market area with high demand we had to analyse the whole account and carry out in depth optimisation, targeting specific keywords and setting new keyword level bids accordingly. We also created a display retargeting campaign to help re-engage with lost customers, and restructured the whole account to help create a more structured and efficient advertising campaign.

### Objectives:

- Restructure the existing PPC account
- Develop a negative keyword strategy for the Pay Per Click campaign
- Target competitive exact match search terms to gain the best ROI
- Launch advanced display retargeting/remarketing campaign to capture any lost sales

## Results

Within 3 months of taking over Brennan's PPC account, we helped increase branded conversion rates from 1.36% to 3.06% and launched a new campaign targeting generic search terms, that helped increase overall sales from paid search by 20%.

*I have been working with firstClick for a number of years now, for my UK and US digital marketing. I like them because they know what they are doing, they don't take a lot of looking after and they are pro-active – they look out for me.*

Martin Brennan | Owner  
3GA Ltd



**Sales rose by over 20%**

**In the first 3 months of coming on board**