

About us:

Trader.pl is an owner of leading publication services in Poland

Autotrader.pl – automotive trade

Domiporta – reale state trade

KupSprzedaj.pl – publication service, different categories of products

tabor24 – machines and industrial vehicles

Strategy:

The cheapest and most effective form of internet advertisement is search engine advertisement.

The decision to indertake this form of webn promotion was made by ythe board of Trader.pl a few months ago. The managing of a sponsored links campaign in Google in 2007 was intrusted to Performance Media, an experienced team in PPC ads.

Within the campaign, conversion was observed, that is the number of clients who via the link have entered the site and in our case placed a publication. Daily, we rerout couple of thousands potential clients looking for homes, cars, clothes, musical instruments etc. Every day, a few hundred users post paid and cost free notes and publications on the sites of our services.

An additional task for Performance Media was traffic analysis with the help of Google Analitics. The process of adding notes and publications was analysed to see if it is not too complex for users. Apart from that, contents of each site was analysed. Sites were pointed out with the highest number of visits, those which make users stay longer, and those with diminishing number of users.

Outcome:

Trader.pl uses the data supplied by Performance Media to improve our services. Thanks to a well planned and carried out sponsored links campaign in Google we observed a considerable increase in site traffic, simultaneously decreasing the cost per click. An increasing popularity of our online services resulted in a greater number of users posting notes which guarantees a wide variety of products.