

Ascend 7 Case Study

Dynamic Engineering Australia: Google AdWords



Welding Fume Extraction
Extract fumes in your workplace
with Alfi Fume Extraction System
dynamiceng.com.au

*Dynamic Engineering's Google AdWords ad that
attracted 240 visitors from Google.*

Campaign Details

240 **Clicks**

124,965 **Impressions**

0.19% **Click Through Rate**

\$2.36 **Average Cost Per Click**

\$565.68 **Campaign Costs**

2.9 **Average Position**

About Dynamic Engineering Australia

Dynamic Engineering Australia specialises in industrial ventilation solutions such as: fume extraction; air drying; industrial and building services ventilation; blowers; heat transfer systems; and support equipment.

The challenge

The challenge was to generate interest for Dynamic Engineering Australia's Alfi Fume Extraction products **and** drive more visitors to the website.

The solution

Ascend 7's solution was to create an online marketing campaign for Dynamic Engineering Australia's Alfi Fume Extraction System using Google AdWords, because of its capability to lead people to the website while advertising a specific product.

Google AdWords enables businesses to pay for advertising on Google, the number one search engine. These paid adverts appear above and in the right hand panel of related search results in Google. There are no budget limitations and advertisers only pay for each click their advert receives. By making use of a clever landing page that visitors are directed to once they click on the advert, businesses are able to measure the advert's success with the help of visitor tracking tools such as Google Analytics.

The result

Within two months, and at the average cost of only \$2.36 per click, Dynamic Engineering Australia received 240 new visitors from Google. Dynamic Engineering Australia is now in touch with many of these visitors regarding their different products.



Contact Ascend 7 about planning, constructing and implementing an effective Google Adwords campaign.

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