

SelectSpecs spots success thanks to Google Partner, Sleeping Giant Media

Sleeping **GIANT** media

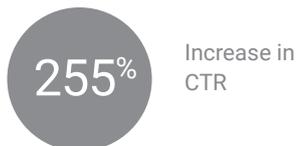
About Sleeping Giant Media

Specialist search and social marketing agency.

- sleepinggiantmedia.co.uk
- Folkestone, Kent



Results



SelectSpecs is a global leader in eyewear products, selling glasses and contact lenses to customers in 147 countries around the world. Their success was helped by a series of successful AdWords campaigns developed by Google Partner, Sleeping Giant Media.

Jason McMillan, Managing Director of SelectSpecs, explains: "The fact that Sleeping Giant are a Google Partner agency gives us peace of mind and we benefit from their best practice experience."

Sleeping Giant Media's Marketing Manager, Lee Hutton, explains: "Our Google Partner badge is vital in helping new clients understand our level of expertise - it gives us instant credibility."

Sleeping Giant Media used their close relationship with Google to identify the right search terms for SelectSpecs and to create a compelling series of ads that were more likely to convert.

"The AdWords campaigns really deliver in terms of bang for buck. Sleeping Giant Media's knowledge of Google and its products is fantastic, and we're now looking at rolling out a campaign in the United States."
— Jason McMillan, Managing Director, SelectSpecs

About Google Partners

Google Partners are online marketing companies certified by Google. For more information and to find your own Google Partner, look for the official badge or visit google.com/partners



During the campaigns, SelectSpecs' click-through-rate increased by 255% and the pay-per-click conversion rate more than doubled. This translated into a 74% increase in transactions and a 72% increase in revenue.