

# 2011 CASE STUDIES



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Here are some recent case studies that we have compiled in the last six months. We work with our customers to achieve better results and greater returns.

**Client: CollegeofGolf.KeiserUniversity.edu**  
**Increased College Leads by 144%**

This long-standing customer is a major university that is promoting its online golf education program. These programs have notoriously high conversion costs. We recently achieved a 144% increase in student leads and continue to maintain a conversion cost below target.

	Jan–Jun 2010	Jan–Jun 2011	Change
Spend	\$59,335.03	\$175,396.12	196%
Conv	733	\$1,792	144%
Cost/Conv	\$80.93	\$97.63	21%



**Client: eLoanPersonal.com**  
**75% More Conversions with 27% Decrease in Cost**

Because of the level of spend for this client, small improvements make big impacts in revenue. Site Pro Specialties was able to successfully increase conversions by 75%. At the same time we cut costs 27% and experienced a significant lift in ROI.

	Q1 2011	Q2 2011	Change
Spend	\$262,386.83	\$339,742.90	29%

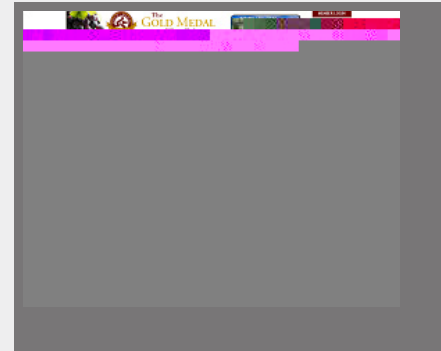


## Client: GoldMedalWine.com

### Improved Conversion Costs 24%

Getting maximum sales is the priority for this client who sells monthly wine packages. We were able to help achieve that goal by decreasing sales conversion costs by 24% with a lift in conversions. This is another long time client and we attribute our success to dedicated persistent management and expert-level account optimization.

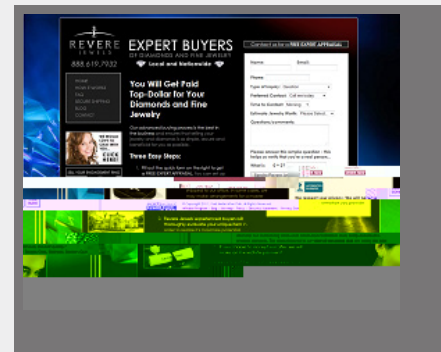
	Jan–Jun 2010	Jan–Jun 2011	Change
Spend	\$83,822.12	\$67,252.11	-20%
Conv	627	658	5%
Cost/Conv	\$133.60	\$102.12	-24%



## Client: RevereJewels.com

### Improved Conversions 48% and Costs 21%

This client focuses on high end jewelry items. Very quickly, we were able to decrease their cost per conversion for jewelry leads. At the same time, we improved the number of web conversions by 48% and helped them better target their ideal customer by region.



Want to see how Site Pro Specialties can help your company

Contact us Today

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