



# Reducing a client's cost per acquisition by 91%: that's what the combination of Google AdWords and AccuraCast.com can achieve

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**Farhad Divecha**  
Managing Director  
of AccuraCast.com



## ABOUT GOOGLE ADWORDS

Google AdWords is the world's largest search advertising programme, currently used by thousands of businesses to gain new customers cost-effectively. AdWords uses keywords to precisely target ad delivery to web users seeking information about a particular product or service. The programme is based on cost-per-click (CPC) pricing, so advertisers only pay when an ad is clicked on. Advertisers can take advantage of an extremely broad distribution network, and choose the level of support and spending appropriate for their business.

For more information visit  
[www.google.co.uk/ads](http://www.google.co.uk/ads)

AccuraCast.com, one of London's leading search-engine marketing companies, was founded by Farhad Divecha in early 2004. Noticing the shift away from banner advertising, Farhad identified Google AdWords as the internet's most useful and relevant web-based advertising tool. The first serious AdWords project undertaken by AccuraCast was to promote their SEO and SEM services. From then on the company has expanded, adding value to clients who seek to use AdWords to promote their services and products.

As both an advertiser and an agency, AccuraCast have utilised a multitude of Google AdWords services and tools to identify their client's objectives and measure the results they get from AdWords. Although many clients are now aware of Google AdWords and related advertising tools, many still benefit from approaches that combine a long-term strategy with constant evaluation and analysis of campaign performance by third party agencies. Farhad believes that Google AdWords is of particular use to small and medium-sized enterprises. Describing AdWords as “very, very handy tool” for maximising a client's return on their investment in online advertising, AccuraCast focus on ensuring that pay-per-click advertising budgets are wisely invested.

AccuraCast believe that the free tools ‘Conversion tracking’ and ‘Google Analytics’ are particularly useful in allowing AccuraCast to show their clients how well a campaign has performed from click to conversion. For AccuraCast, AdWords offers a level of reporting that is not matched by offline advertising sources. It allows them to educate their clients, bring efficiency to AdWords campaigns and to maximise their clients' investments in AdWords.

AccuraCast also ensure that a client's site is built to convert leads from AdWords into sales. A key client's website (Fresh Invest) was redesigned to fall in line with a targeted and successful AdWords campaign. Combining a well-structured site with an accomplished AdWords campaign meant that AccuraCast helped to reduce their client's cost per acquisition by 91%. Another example of this success was in their relationship with ADA Pipeline Supplies. AdWords contributed to increasing web traffic to the client's website by 250% in just nine months. In turn, sales increased fourfold in the same period. A combination of AdWords and AccuraCast's expertise helped turn ADA Pipeline Supplies from a small Midlands-based company to a worldwide sales presence in less than a year.

For Farhad Divecha and AccuraCast, the future for keyword advertising is in Mobile ads. AccuraCast strongly recommend that new clients consider this new Google advertising product to reach users in a more personal way than ever before. AccuraCast's belief in the tangible benefits of mobile ads can be found in their own approach to advertising. AccuraCast focus their advertising campaigns on mobile ads, pioneering the use of this new advertising format. Farhad strongly believes that the advent of mobile ads will open new audiences for many companies, especially for SMEs and local entertainment industries. One feature that Farhad finds of particular use is the pay-per-call feature. For AccuraCast the “pay-per-call feature is great” especially for local services providers, allowing potential customers to contact a company directly with one click. As an agency and as a user of mobile ads Farhad strongly believes that mobile ads will quickly become “quite a dominant platform” when their usage becomes ever more widespread.

These are exciting times for AccuraCast as they continue to work with Google and explore the range of ads formats and tools.