

Synergy is Perth's largest electricity generator and retailer of gas and electricity to households and business customers Western Australia. Synergy required support to develop a Google AdWords strategy that would deliver new leads to their sales team as well as recontract contestable business customers. Eurisko was just the spark Synergy needed and created a strategy to capture more leads.

We Discovered:	
	Business & Residential SEM Strategy
	Seamless Lead Automation Processes
	New 'Remarketing' Audiences

**Synergy was client of Eurisko's from June 2017 to October 2017.*

Objectives

Eurisko was tasked with developing an ongoing digital marketing campaign (utilizing but not limited to SEM, retargeting & display ads) to actively engage potential and existing gas and electricity customers leading up to their contract renewal or migration. Synergy's objectives were to:

- Improve the landing page conversion rate
- Drive more qualified traffic to the website

Eurisko Discovered

Eurisko successfully delivered two comprehensive Google AdWords strategies (residential and business) that were approved and implemented by Synergy.

Keyword research is a critical component for a Google AdWords campaign and Eurisko used a Keyword Evaluation formula that it has developed to easily identify, score and rank keywords based on their ability to drive the most value to Synergy's campaigns. Eurisko's Google AdWords strategy considered the implication of 'traffic volume verses conversion' and set a strong foundation for long-term campaign success.

Eurisko was able to deliver a clear design outlining the structure for the Settings, Campaigns, Ad Groups, Keywords, and Ad (including Remarketing). The results were extremely well received, and the campaigns were put into action immediately.

Do you want these results for your business? If you're looking to generate more leads, more sales and more revenue from your SEO, Google AdWords or digital marketing activity contact us today.

Eurisko is a boutique digital consultancy that specializes in digital optimisation and amplification. Eurisko is a proud Google Partner, certified in 6 AdWords specialisations.

For more information call us on 0400 388 389 or email mike.bullen@eurisko.com.au