



Brand Case Study: Shopacheck

SHOPACHECK
making the customer count

Ignite delivers brand support and incremental business for UK lender with 75-year history.

Objectives

Shopacheck is successful subprime lending brand of Cattles PLC. Ignite was approached by Cattles digital agency, Brilliant Media in January 2009 to support their strategic paid search group.

Ignite Performance Marketing was asked to create a brand micro site and ppc campaign to assist Shopacheck in capturing more customers through paid search and reducing sales leakage through its very active competitors.

Within a week of the initial 'phone call, Ignite built and launched a brand-complimentary site with a ppc campaign to promote it. By the end of January, Ignite's solution had achieved the top affiliate position in sales, which it has maintained since launch.

The Ignite solution

Ignite created a brand micro site tightly aligned to the user experience of the client's transactional pages, supported by unique text content and imagery.

The ppc campaign was optimised to include a huge range of spelling variants around the client branding and key generic terms, supported by specific landing pages that in time achieved page 1 ranking in Google and other search engines.

Results

Ignite lifted the total number of sales within the affiliate channel achieving a 30% click to lead performance on average throughout 2009. Ignite maintains the No. 1 affiliate position since launch.

For more information, contact: admin@ig-nite.co.uk

Ignite Performance Marketing Limited

Registered company number: 6263231

www.ig-nite.co.uk

30%

PPC Click to lead conversion achieved by Ignite in the Shopacheck strategic search group throughout 2009.

“Ignite provides a refreshing, highly professional and impressive approach to performance marketing.”

With the ability to respond rapidly and deliver work to a high standard Ignite is always a super affiliate we can rely on with our most important programmes.”

I would have no hesitation in recommending Ignite; they are an absolute pleasure to work with.”

Martin Corr, Interactive Operations Director, Brilliant Media

