

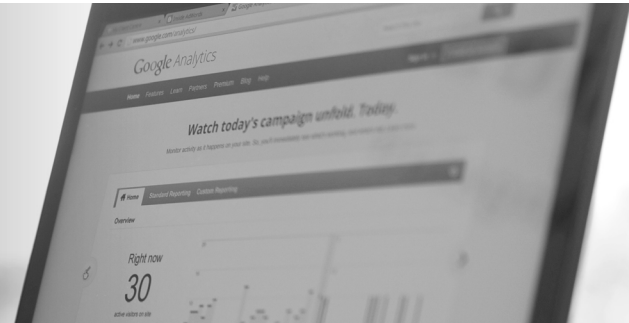
Millenium Limo puts the pedal to the metal with agency New Jupiter Media

Goals:

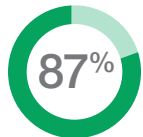
Encourage Miami residents and international tourists to contact Millenium about their limousine, party bus, and event needs

- Write AdWords ads that distinguish Millenium from the competition by showcasing new vehicles and special offers
- Use Google Analytics to identify where overseas customers live, then craft targeted AdWords campaigns for them

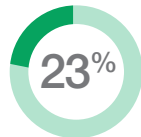
With New Jupiter Media as an expert backseat driver, Millenium Limo got 87% more AdWords leads after just one year of working together.



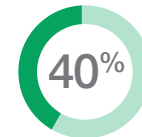
Results & Metrics:



Leads from AdWords jumped 87% one year after the partnership began in 2005



Cost per conversion fell by 23% between Q1 2005 and Q1 2006



Millenium gets 40% of its traffic from AdWords despite an increase in competition over the years

Arnaldo Ricciulli started Miami-based Millenium Limo with two cars. Now he promotes his 28 high-end vehicles with AdWords and New Jupiter Media.

Game Plan: Google AdWords

- ▶ Used negative keywords and matching options to avoid showing ads on unrelated searches
- ▶ Excluded geographic locations where site visitors don't tend to call or request information

Google Analytics

- ▶ As reports locate international tourists who book cars for their trips to Miami, AdWords campaigns are built for countries with high conversion rates

Why it worked:

Combined expertise

“The limo industry changes from year to year. I follow the latest trends and always know which new vehicles are generating buzz. Meanwhile, my friends at New Jupiter Media stay on top of new features in online advertising. We communicate with each other to share our knowledge, and that makes for a successful partnership.”

**Arnaldo Ricciulli - Owner
Millenium Limo**

Tailor-made

“We take successful keywords and move them into their own ad group. For example, ‘Miami limousine’ was in a general ad group, but we put it in its own ad group with the broad match, phrase, and exact versions. We have specific ad copy tailored to that ad group. This increases clickthrough rates and the quality score.”

**Molly Walls - Account Manager
New Jupiter Media**

Event planning

“When it’s held in Miami, the Super Bowl is big for Millenium Limo. So we run special campaigns targeting people who are looking for limousines for the Super Bowl. The ads specifically reference the Super Bowl, mention special perks, and drive traffic to a custom landing page for Super Bowl limousines.”

Molly Walls



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