



"During the campaign Net Media Planet exceeded expectations and made an outstanding contribution to McAfee revenues."



driving sales in key geographic regions

The Challenge

To increase sales in Scandinavia, specifically Sweden and Denmark.

Objective

To drive incremental sales and revenue for McAfee in these key geographic markets.

Our Approach

Using our proprietary platform, thousands of carefully researched keywords were generated to ensure that McAfee was the most visible company in its category. Ad positioning was constantly monitored to ensure our ads remained in prime position and bidding was regularly assessed to ensure that the campaign was cost effective.

Results

The campaign achieved incremental sales growth of more than 600%; delivering increased revenue of 384% in Sweden and 685% in Denmark.