



**“Net Media Planet’s knowledge in paid search, combined with their state of the art technology and dedicated team helps them generate outstanding results.”**

**SPORTSDIRECT.COM**

## increasing sales

### The Challenge

To increase sales for Sports Direct in a highly competitive market.

### Objective

To create a paid for search campaign that would deliver significant growth in sales and revenue.

### Our Approach

We undertook rigorous analysis of the category to understand the best combination of keywords to drive sales at a specific time of day and increased emphasis on generic keyword terms to stimulate traffic. We created deep linking to specific products on the site to maximise conversion.

### Results

Over the 8 month period of the campaign, significant sales increases were achieved, culminating in a year on year increase of 90% in the key pre-Christmas period November/December.