



## ABOUT THE COMPANY:

Caliber Engraving is a dynamic company consisting of dedicated, skilled artisans who specialize in permanent branding and marking. Their vast range of options and guaranteed quality make Caliber Engraving one of the most diverse and trusted marking and engraving companies in the nation.

## CASE STUDY | [www.caliberengraving.com](http://www.caliberengraving.com) CALIBER ENGRAVING

### THE PROBLEM:

Caliber Engraving ran an in-house Adwords campaign for over a year. Although they were achieving a positive ROI, they felt that they should etch out more for their efforts and investment. They planned to expand their online marketing reach into the Laser Marking & Engraving sector and wanted to make sure things were done properly before launching their new website and campaign. Instead of spending their valuable time, energy & resources trying to learn advanced Adwords techniques, Caliber reached out to Nett Solutions for help optimizing their campaign.

As a busy engraving company, they didn't have the time to setup and constantly monitor analytics to track their results. This affected the focus of their campaign and led to problems maintaining ad positioning, wasting spend on overlapping keywords, and monitoring their daily budget cap to ensure campaign efficiency. Their daily budget often expired by midday, which vastly limited their potential.

### THE NETT SOLUTION:

The first thing we did was make sure the keywords were targeted properly so their budget was not being wasted. We also observed which ad position gave Caliber Engraving the best ROI and set that as the goal for all of the keywords. In order to help the efficiency of their campaign, it was important to diligently add and adjust geographic targeting, keyword match types within each adgroup, custom site links, click-to-call, mobile bidding, and negative keyword lists. Caliber was not taking advantage of Bing adCenter, so we immediately set up a campaign, monitored it, and made changes as necessary. This produced the same positive results at a much lower ad spend compared to Google.

### THE NETT RESULTS:

Our game plan worked, and the results were impressive. Analytics showed an increase in clicks, impression share, average position, and a lower average CPC. More importantly, Caliber reported:

# 45% ↑

Increase in monthly RFQs  
(Request for Quotations)

# 18% ↑

Increase in "quality leads"  
(repeat customers)

# 12% ↑

Increase in gross sales

# 20% ↑

Increase in conversions from  
RFQ to purchase

