

Fact Sheet

A LSF INTERACTIVE SUCCESS STORY



“LSF Interactive’s pay-for-results model means we reduce both the risk and cost of acquiring new customers on the web because we only pay when we get a sale. There’s no risk to us at all – not even for cash flow management.

Frankly, it doesn’t get any better than that..”

Steve Kerford
Director of Online Sales / Niman Ranch

Results shown over a four month campaign period

The Organization

Niman Ranch works with more than 500 independent farms to produce beef, pork and lamb. It does so according to strict quality protocols that have established its reputation for “the finest tasting meat in the world”.

Business Situation

While Niman Ranch, a multi-million dollar corporation, predominately serviced restaurants and retailers, it had a desire to sell directly to consumers.

Online Goals

LSF Interactive worked closely with the team at Niman Ranch to develop an integrated, pay-only-for-results online marketing program to target consumers on a national basis. The strategy included:

- Commencing primarily with Search
- Increasing the reach of Niman Ranch on various top tier Search Engines.
- Bidding on a large number of keywords and increasing the targeted keyword universe. (It now contains nearly 9000 relevant search terms.)
- Optimization of advertising copy and improving the CTR’s¹ to bring in more targeted visitors (while maintaining overall site conversion rates).
- Developing and introducing new landing pages too assist Niman Ranch to increase online sales.

The Results

Within three months of commencing LSF Interactive’s online program, Niman Ranch grew its online sales by **nearly 70%**. This was assisted by increases in Impressions, Clicks, and Click-Through rates. (See below)

Keyword Development	Google	560	to	3200
	Overture	270	to	2865
	MSN	0	to	2800
% Increase in Impressions		41%		
% Increase in Clicks		57%		
% Increase in CTR ¹		23%		
% Sales Growth		+70%		



¹ Click-Through-Rates