

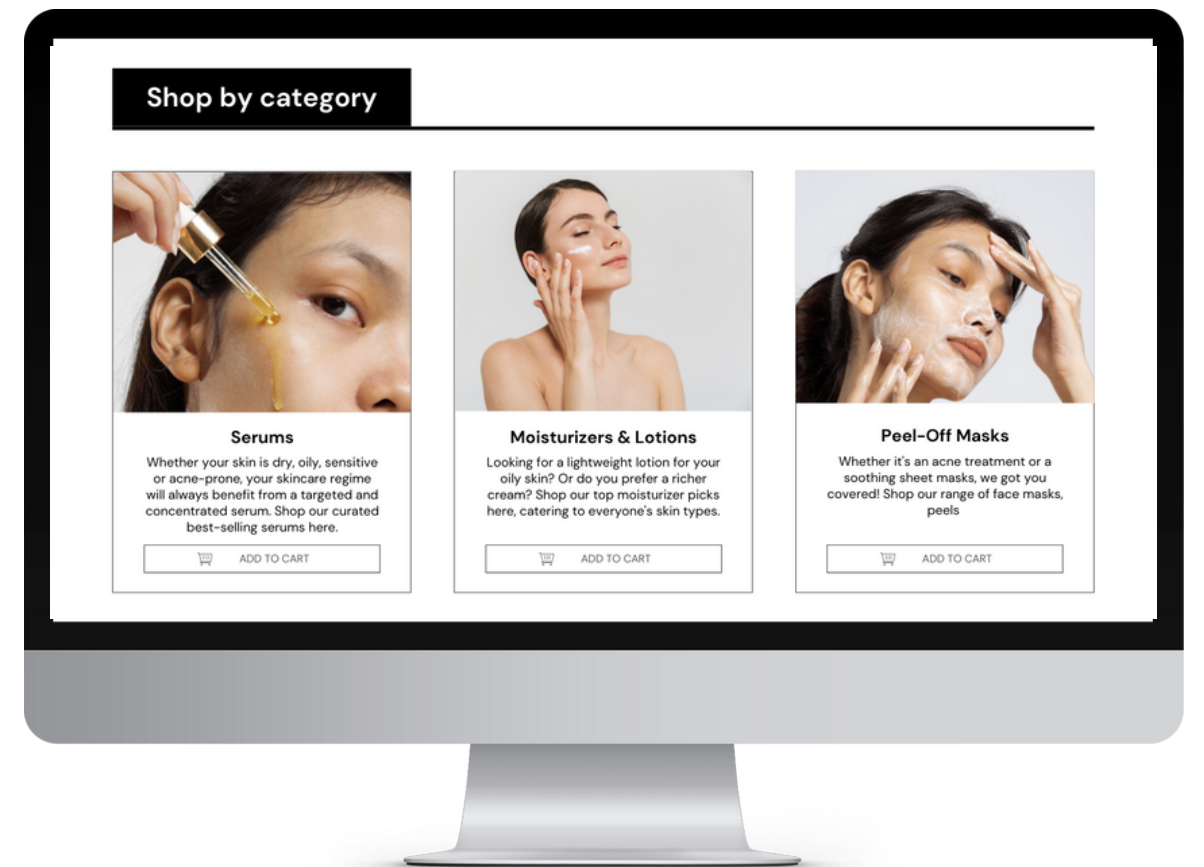
Lumer Skin

UP
SCALE.

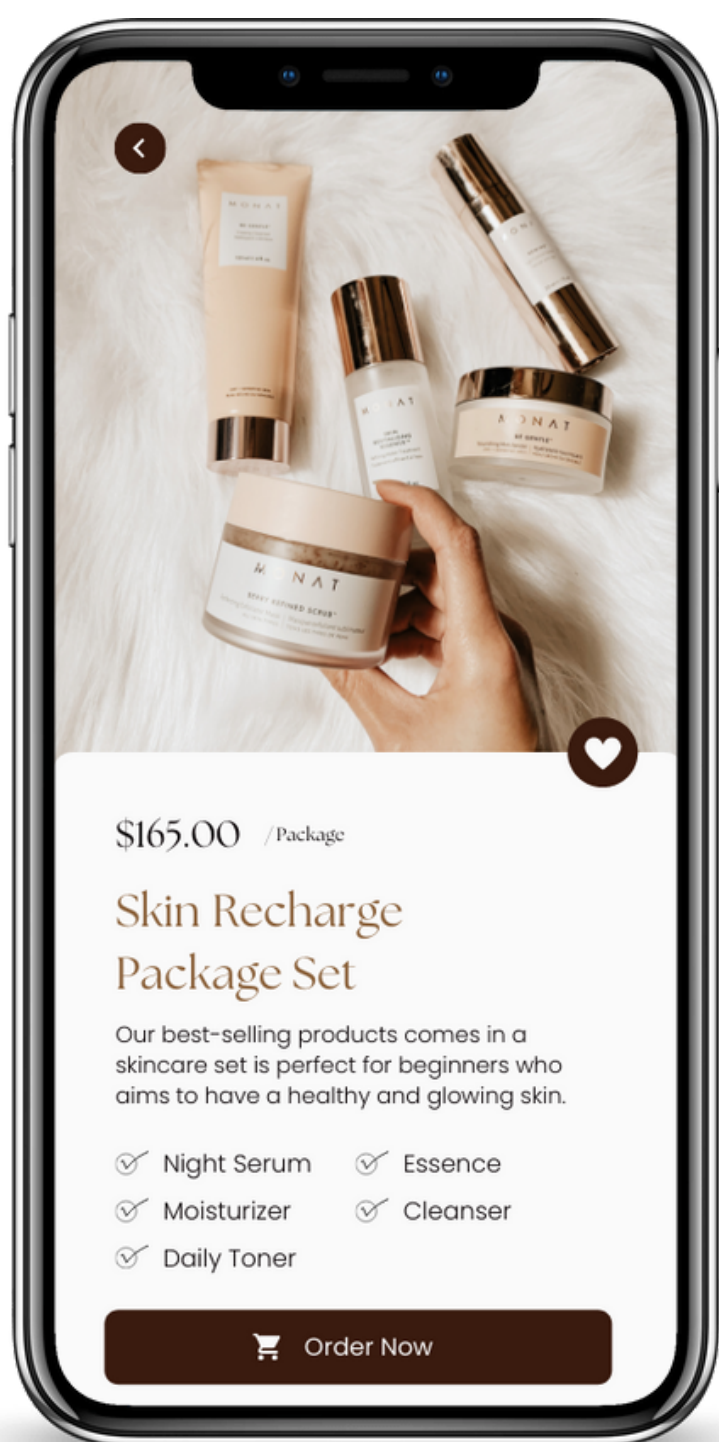
MARKETING AGENCY

The Challenge:

Lumer Skin was running SEM campaigns in-house. However, their campaigns were not generating ROI as they had trouble getting converting clients. There was no proper conversion tracking put in place as well, which meant that campaign performance was not optimized as expected.



The Solution:



SEM

- Performed an in-depth SEM analysis to identify factors that would help improve campaign performances.
- Implemented proper campaign conversion tracking to optimise campaign performance.
- Provided conversion-driven advice to client on website improvements to drive inquiries and improve business performance.

The Results:

75%

Increase in
Online
Conversions

50%

Increase in Reach &
Impression Share