



## METSERVICE.COM CASE STUDY

# FIRST SEM CONSULTING DRIVES MAXIMUM TRAFFIC ROI FOR METSERVICE.COM

**metservice.com**

### CAMPAIGN OBJECTIVES

1. Extend online market leadership
2. Drive cost-effective search traffic
3. Maximise search traffic

### RESULTS (JULY 2011 – JAN 2012)

- » 64% decrease in cost-per-click
- » 121% increase in click-through rate
- » Improved advertiser ROI

“Generating cost-effective visitor traffic is obviously important for MetService and Google AdWords is working very well for us. The Year On Year increase in click-through rate and decrease in click costs is driving some real value for us in terms of traffic levels and being able to maintain website CPM rates. We are without a doubt reaping the benefits of our longstanding relationship with FIRST.”

**CRAIG DELANY**  
Interactive Manager

MetService, together with their international commercial subsidiary, Metra, is a global leader in providing relevant, timely and accurate weather information services, benefitting billions of people throughout the world.

metservice.com is New Zealand's 6th most popular website according to Nielsen NetRatings (Market Intelligence Ranking, April 2011). FIRST has been providing hands-on pay per click search advertising optimisation for a number of years, working closely with their online team to generate maximum impact.

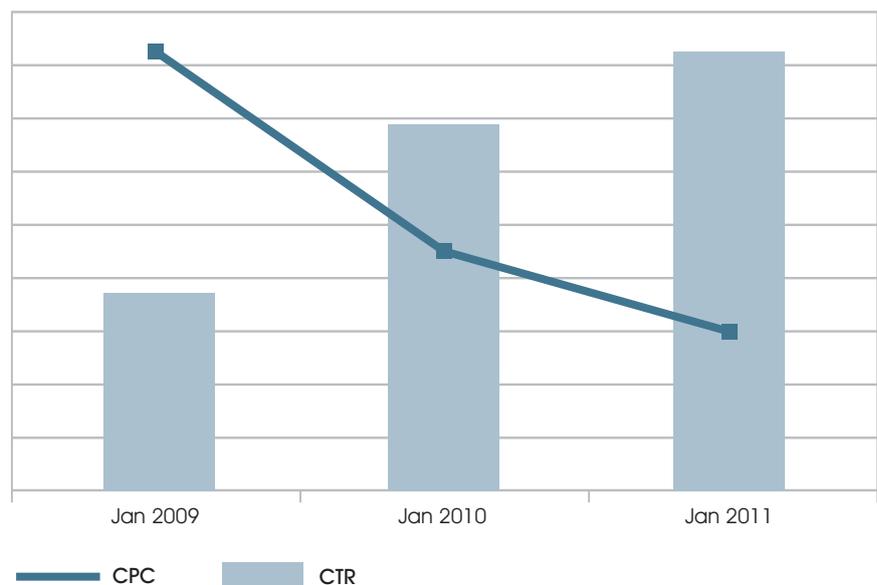
As a result of FIRST's optimisation efforts, metservice.com has enjoyed an average increase in ad click-through rate of 121% and a decrease in the average cost-per-click by 64% for the same period\*.

MetService is well positioned to continue to extend its online market leadership. Leveraging FIRST's SEM consulting expertise ensures maximum traffic delivery and thus supreme value from onsite advertising.

\* Google AdWords clicks, January 2009 vs 2011

## RESULTS

### COST PER CLICK VS CLICKTHROUGH RATE



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