



## Case Study: Rage Digital, Inc.

### Overview

Rage Digital, Inc. helps businesses create branded concepts and designs for iPhone / iPod Touch Apps and then provides the software development resources and expertise to make those concepts a reality. Rage Digital's efficient development protocol maximizes their development resources to create flexibility in pricing, time to market and bandwidth. It also allows them to manage multiple projects in parallel, while meeting their client's budget and desire to be first to market.

Rage Digital has created popular iPhone apps including [Cowbell2010](#), [My24](#) and [AdBowl](#)®

### Challenge

Rage Digital is a small, self-funded, custom software development company that doesn't have the resources to hire an in-house marketing staff. Their monthly paid search budget is too small to justify the fees associated with hiring a paid search agency. However, they knew that paid search would be a critical component to building a successful lead generation program.

Additionally, iPhone apps are a very competitive paid search vertical, which meant that typical "head of tail" keywords would be prohibitively expensive. Rage Digital knew they needed experienced paid search experts working on their campaign to employ sophisticated strategies that would generate cost effective clicks and conversions.

### Solution

Rage Digital launched a paid search campaign in the Trada marketplace to leverage the skills of more than 250 paid search experts who could work on their campaign and fill the gap between their limited in-house resources and the costs associated with hiring a PPC agency.

### Results

After establishing their paid search budget, price per click and target conversion cost, Rage Digital's Trada campaign was launched and began generating traffic to their site within just a few hours.

The resulting conversions (leads generated on their website) immediately turned into sales for Rage Digital. Their current conversion cost is nearly \$6 below their target cost of \$40.00, and their conversion rate is 4.2%, double the industry average.

*"As a small business owner, it's simply too costly to hire in-house marketing staff, or pay consultants to run my paid search programs. But without that expertise, it's impossible to create and manage a paid search program that keeps up with my larger competitors. Trada allows me to utilize some of the best paid search experts in the world, without the overhead that's typically associated with hiring an outside firm."*

Ted Guggenheim  
CEO  
Rage Digital Inc.

- Monthly PPC Budget: \$2,250
- Optimizers working campaign: 11
- Keywords running in campaign: 2,755
- Ads running in campaign: 38
- Impressions (reach): 167,730
- Clicks (visits to site): 890
- Conversions (sales leads): 38
- Conversion Rate: 4.2%
- Cost Per Conversion: \$34.26
- Target Cost Per Conversion: \$40.00