

Fast Track Marketing Achieves 4x Conversion Improvement

CASE STUDY - AGENCY



ADVERTISER

Fast Track Marketing is a full service marketing agency that develops and implements marketing strategies for medical practices. The company is a licensed agent of the Monopolize Your Marketplace System, which is used to assist elective medical practices in expanding their market share and profitability. By providing customized solutions for both traditional and online marketing channels, Fast Track Marketing has made a name for itself as a premier marketing agency for the medical industry.

CHALLENGE

Fast Track Marketing provides PPC services to its clients, but the agency struggled to scale its efforts as the business grew. Management tried outsourcing the firm's PPC services to two providers, but quickly grew frustrated with slow responses, mediocre results and limited transparency. Unwilling to compromise the quality of service provided to their clients and confident there was a better way, Fast Track's team was determined to find an alternative solution.

SOLUTION

Trada's marketplace of paid search experts (Optimizers) offered Fast Track the scalability it was seeking along with fast response times and transparency often lacking in agencies. With Trada, Fast Track Marketing's staff could review ads, give input and approve keywords while the Optimizers did all the heavy lifting. Furthermore, Trada provides on-demand custom reporting, which ensures campaign performance visibility at all times.

RESULTS

Once Fast Track Marketing's campaigns launched in the Trada Marketplace, its clients began seeing measurable results immediately. Collectively, conversion rates improved by 50%, and remain 2x higher than the industry average. Time spent generating campaigns for new clients was reduced by 300%, allowing personnel to dedicate more resources to their core service offerings. Trada's Optimizers generated keywords, wrote ad copy, and created bidding strategies that improved ROI, while Fast Track Marketing maintained control over all its campaigns and reporting.

"Trada makes PPC easy. The marketplace adds a level of transparency that most PPC providers just can't deliver! I am able to easily work with Trada's Optimizers to create ads, review and approve keywords and pull reports that are important to my clients. The Optimizer network is awesome. It's like having a PPC department without having to hire one. Trada has saved me time and produced great results!"

– Jonna Stroup-Kieler, Marketing Director, Fast Track Marketing

Full service marketing agency scales PPC services by utilizing Trada's crowd of paid search experts.



Time required to manage campaigns decreased by 300%.



Trada's experts increased the conversion rate by 50% while reducing CPA by 34%.



Trada's application allowed agency to maintain control of campaign while performance remained transparent.

ACCOUNT STATS:

16
Campaigns

389
Unique Ads

13,621
Keywords

50%
Increase in Conversion Rate

34%
Reduction in Cost-Per-Conversion

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bing

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Want to know more? Learn how Trada can improve your ROI. Contact us today for a tour! e: info@trada.com p: 877-871-1835 w: trada.com