

# PPC Case Study

## Think Forex

### Client Profile

Think Forex is an online Forex trading platform that strives to facilitate foreign exchange trades in a secure and stable operating environment and uphold the trust and confidence of clients.



### The Challenge

- To generate the highest number of conversions at the lowest possible cost
- Implementing Remarketing for **www.thinkforex.com**
- Improving the existing impression share

### InstaServ's Solution

- Managed daily budget pacing to capture clicks and impressions through the entire day. This means paying the right price for clicks at the right time to capture the audience most likely to convert.
- Provided local search and geo targeting
- Selected specific keywords, created special landing pages for those specific keywords, added negative keywords, continuously monitored and optimized the bids.

### The Results

Working to strict CPA targets, the PPC campaign has delivered Think Forex, a sales increase of 447% whilst maintaining a 4% increase in budget.



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