

REALITATEA.NET

TRAFFIC BOOST

CASE STUDY

THE CLIENT

Realitatea.net is the biggest news website in Romania, having more than 800.000 page views/month and 120.000 unique visitors before the time of our collaboration.

THE BRIEF

Being a news portal, it was crucial for Realitatea.net to be quickly found and accessible for the entire public. The client wanted to boost up traffic and to gain the first position in Google searches for their relevant field of activity, so they asked Kondiment for a quick and efficient tactic campaign that could achieve their goals.

THE PROJECT

In order to achieve our client's goal, we came up with a Search Engine Marketing (SEM) and Display Advertising campaign mix, which included Google Adwords, Facebook PPC, SEO and Banner advertising. All these, added to the client's prestigious reputation and to our flawless executions, had us believe we would deliver outstanding results.

By implementing a particular mix of efficient marketing tools, we managed to boost traffic on our client's website in a very quick and efficient manner.

THE RESULTS

Just like we anticipated, implementing the particular mix of efficient marketing tools helped us match and even surpass the client's demands, thus reaching:

- first position in Google for the required search phrases
- an increased number of visits from 120.000 to 179 576 per month, meaning a 50% increase
- 67,008,949 views



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