

Established in 2005 The Printed Cup Company has grown to be Europe's fastest manufacturer of bespoke printed cups.



64%

Reduction in Cost Per Lead

"Twentyone have been a dream to work with after we were let down by the service of our previous agency."

Sam is always on hand to help with even the smallest questions. After one month Twentyone reduced our cost per lead by more than 1/2 and we saw our biggest sales month ever!

I feel they are really committed to help us drive our business forward and I'm confident leaving them to handle our AdWords campaigns."

Eleanor Spensley
Marketing

Who Was Involved
Sam Fletcher, Director



Project Background

The Printed Cup Company approached Twentyone after seeing disappointing results from Google Pay Per Click Advertising and poor service levels from its appointed agency.

The Brief

Our goal was to increase the number of enquires for the clients range of bespoke printed cups whilst reducing the associated cost per acquisition.

What We Did

Twentyone setup the PPC campaign to allow effective desktop, tablet and mobile targeting and developed campaigns around keyword groups relevant to all stages of the research and purchase cycle.

Twentyone also implemented conversion tracking for online and call enquiries needed to provide clear tracking.

Outcomes & Results

Previous to our involvement The Printed Cup Company had been investing £850 per month, producing on avg. 46 leads at a cost per lead of £18.50.

With a reduced budget of £450 we were able to provide The Printed Cup Company with 68 leads directly attributed to Google Advertising campaigns.

These were provided at a Cost Per Lead (CPA) of £6.61.

This was a 64% reduction on the Cost Per Lead previously achieved.

More Information

For more information please contact Sam Fletcher at Twentyone.
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