

The Client

Merchantlink

Australia's largest non bank EFTPOS and Merchant Facilities service provider. Proud partner of Commonwealth Bank.

The Industry

Banking & Finance

The Goals

- Increase market share of EFTPOS Terminal installations.
- Generate call centre and web based enquiries (leads).
- Reduce cost per lead (CPL) .

Traffika's Solutions

- Extensive Google Adwords campaign (SEM) to cost effectively drive targeted and immediate traffic.
- Development of ongoing Landing Page Optimisation program to increase conversion rates and reduce cost per lead (CPL).

The Results

- Increased qualified traffic to the Merchantlink website.
- Improved conversion rates on landing pages by over 60%.
- Reduced cost per lead (CPL) by 56%.

Merchantlink



www.merchantlink.com.au

“ Merchantlink has dealt with a number of so called ‘specialist internet marketing’ companies in the past and has always been left disappointed with the results. We gave Traffika a small test campaign and were delighted with not only how quickly we got results but the level of service we received. Choosing Traffika as our online marketing partner has given Merchantlink an advantage over our competition.”

Angelo Calafatis
Director,
Merchantlink

