

About Hot Goanna

Hot Goanna Pty Ltd
Level 2/ 67 Davenport Street
Southport QLD 4215

Phone 1300 468 462
Fax 07 5591 5344
<http://www.hotgoanna.com.au>



Hot Goanna is a leading Australian Internet Marketing company, specialising in Pay Per Click and online marketing campaigns. Managing and tracking such campaigns is a large task, bids change in real time. Keeping on top of your listings can be time consuming, and that's where Hot Goanna can help. Not only are we offering Pay Per Click advertising - but expert advice. Your Personal Account Manager will consult with you and manage every aspect of your campaign for you!

About AdWords Resellers

Authorised AdWords Resellers can provide the following services:

- ▶ Account setup - services to help customers get started with AdWords.
- ▶ Campaign management - monitoring and optimisation of advertising performance.
- ▶ Customer support - via telephone and email.
- ▶ Detailed reporting – reports from Google on account performance.
- ▶ Simplified billing and payment – accept payments directly from customers and provide invoicing and receipts for all AdWords expenses.

Adding profits for Calculator King

Calculator King is a retailer and distributor of calculators, PDAs, organisers, smart phones and accessories. Servicing the Victorian market, the business has an annual turnover of \$4 million and employs 4 people.

Peter Nadler, CEO and owner of Calculator King, began using Google AdWords in 2006 and immediately saw the benefits of online advertising. After running his own campaign for 2 years, he wanted to improve his results but didn't have the time to invest in managing his AdWords account properly. That's when he turned to Hot Goanna to take control of his account and increase sales and lead generation.



ADWORDS™
.....
**AUTHORISED
RESELLER**
.....
Google™

Authorised AdWords™ Reseller

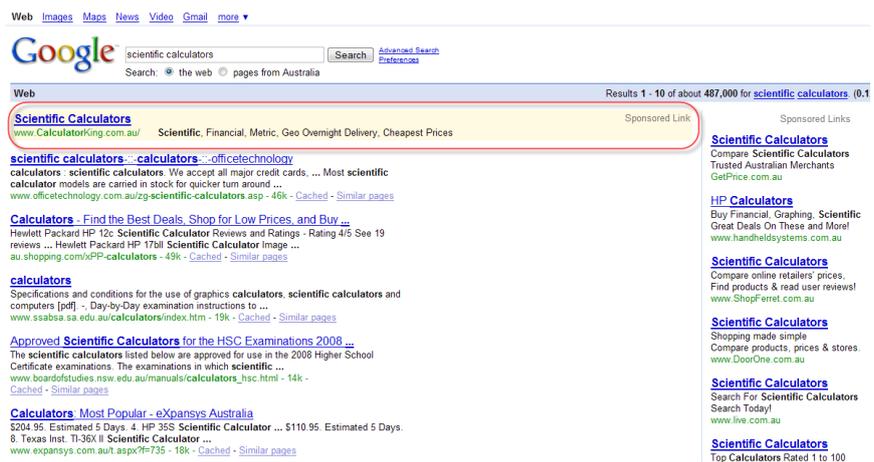
About Google AdWords:

Google AdWords (TM) is a performance-based advertising program that enables businesses large and small to advertise on Google and its network of partner websites. Hundreds of thousands of businesses worldwide use AdWords for text, image, and video ads priced on a cost-per-click (CPC) and cost-per-impression (CPM) basis. Built on an auction-based system, AdWords is a highly quantifiable and cost-effective way to reach potential customers. For more information, visit <http://adwords.google.com.au>

Since then, Peter has seen nothing but overwhelming success. In the 4 months since Hot Goanna began managing his account, cost per conversion has decreased by 76% and conversion rate has increased by over 400%. Online sales are also up 33% from the last year.

“Now that Hot Goanna is managing my campaign, I am getting regular reports and I’m more engaged. They have helped me work out my ROI and we’ve put tracking tools on the web.”
- Peter Nadler, CEO and owner of Calculator King

With results like these, Peter is happy to continue advertising solely with AdWords. “My entire marketing plan consists of Google AdWords. In my opinion, advertising via any other media channels couldn’t give me anywhere near the same return.” And thanks to Hot Goanna, Peter now has more time to spend on his area of expertise – running his business.



▲ Hot Goanna have optimised Calculator King’s text ad to appear in position 1 for one of his main keywords, scientific calculators. A strategy that works well for both branding and conversions.

Keyword	Status	Quality Score	Current Bid	Clicks	Imps	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. Rate	Cost/Conv.	Conversions
Confidential	Active	Great	\$12.00	90	230	39.13%	\$0.01	\$1.04	1.1	6.67%	\$0.17	6

▲ A snapshot from Calculator King’s Adwords campaign, this keyword is showing a high click through rate and is successfully generating conversions at 17cents.

