

# How Rackspace.co.uk gets 40 percent better clickthroughs with Google advertising.



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Myles Anderson  
Senior Media Planner, Frontline



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## ABOUT GOOGLE ADVERTISING

Google AdWords is the world’s largest search advertising programme, currently used by more than 100,000 businesses to gain new customers cost-effectively. AdWords uses keywords to precisely target ad delivery to web users seeking information about a particular product or service. The programme is based on cost-per-click (CPC) pricing, so advertisers only pay when an ad is clicked on. Advertisers can take advantage of an extremely broad distribution network, and choose the level of support and spending appropriate for their business.

For more information, go to  
<http://www.google.co.uk/ads/>

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A mid-sized media agency with business and consumer clients throughout the UK and Europe, Frontline offers “guerrilla style” media marketing. “We aim for what’s fast, effective and targets well,” says Myles Anderson, Frontline’s Senior Media Planner, “which is why Google forms a cornerstone of every campaign for us.”

## Approach

The agency designs online ad programmes and special promotions for clients built around search advertising plus portal and banner ads. As Anderson’s team has studied results from various campaigns, Frontline has narrowed its online media spending from 35 sites to just a handful that perform best.

One client, Rackspace, is a global provider of Linux-based managed Internet hosting services. Headquartered in San Antonio, Texas, Rackspace has nearly 5,000 customers in more than 80 countries, with thousands of servers in data centers. Frontline represents the UK-based business (Rackspace.co.uk), which over the past two years has become a strong profit center for the company.

As do many technical service companies, Rackspace must maintain a steady high volume of qualified traffic and leads. Under Anderson’s guidance, Frontline developed a Google advertising campaign over the past 18 months to generate leads. The web hosting business in Europe is “hugely competitive,” he says, especially since the decline of dotcoms and resulting cutback in IT expenditures.

## Results

What Anderson likes about Google, he says, is consistency of results. “Google has always done the job for us. It’s a fantastic response medium.” In one campaign based on 40 keywords, Anderson says Google traffic delivered 40 percent better clickthrough than other programmes. “Even better, 90 percent of Google leads go further into Rackspace and are more qualified, more targeted, for their business.”

Another positive result is greater visibility. Anderson notes that Hitwise, a service that ranks sites by volume of traffic, now rates Rackspace in fifth position, up from twenty-fifth, “largely thanks to Google. No other sources tend to be as consistent for us,” he says. “No flash in the pan traffic, no spikes—just steady, active business, which is just what Rackspace, and our customers overall, need to succeed.”

Beyond the immediate success of traffic and leads, Anderson notes perhaps the most important metric: business success. “Rackspace as a company has doubled its net worth, tripled UK office size and staff since we began running Google ads,” says Anderson. “Google definitely plays a big role in that, which is why we keep it at the top of the advertiser sheet.”