



"It's just so clear to us that Google AdWords is the best advertising solution, no doubt about it".

Mohammed Al-Fares
CEO, Blumeel.com



Blumeel.com Est. use Google AdWords to become a leader Saudi Arabia

The company

When 100% of your business is carried out online, it helps to have a strong Internet presence. As specialists in the Internet business for over 5 years, Blumeel.com Est. operates a solid web hosting company in Saudi Arabia. Since signing up for AdWords in 2004, they have found that the combination of highly-targeted contextual advertising, clear and effective ROI measurement and ease of use, is a winning formula for attracting customers and driving traffic to their site.

They did explore other online advertising program, but Google AdWords' vast array of features helped deliver on their objectives: "As for the flexibility of changes in creative, it's just so clear that Google AdWords is the best, no doubt about it" says Mohammad Al fares CEO.

Getting Results with Google

Working with Google's targeted online advertising program, has assisted Blumeel.com Est. in meeting and exceeding their goals, allowing them to become one of the leading web hosting companies in Saudi Arabia. "We put 100% of our advertising on the online advertising medium, out of which 90% is spent on Google AdWords. We know it will deliver the required results".

The self-managed nature of AdWords allows for monitoring of the performance of campaigns and continuously tweaking them to improve results. And the AdWords Regional Targeting feature has made it easy to reach Blumeel.com target groups in specific locations: "Not all of our products or services are made to be obtained by the whole region. Sometime we only want to target a particular region or country. Google AdWords is the best solution for this matter, coupled with a very effective impact on our ROI".

Looking forward

Mohammad Al-Fares remains confident about continuing to use Google advertising in the future claiming: "Sure we'll use Google AdWords in the future. Even when we start providing offline services and products, Google AdWords will be our first option to market. There are more than 6 million users of the Internet in Saudi Arabia now, and there is no way to target them promptly without using Google AdWords".

About Google AdWords

Google AdWords is the world's largest search advertising programme, currently used by thousands of 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 visit
adwords.google.com.sa