



“AdWords not only helped us optimize our marketing budget, but also helped us identify where to allocate our resources for the best ROI”

Sherif Nassar
Managing Director,
Nefsak.com



Nefsak.com gets 85% of new acquisitions with Google AdWords

www.Nefsak.com

Nefsak.com is a website created and launched by Web Technology Co. in December 2008. Since its inception, the founder’s objective was to create the first bilingual e-commerce website in Egypt. Today, Nefsak.com has quickly become one of Egypt’s most successful and recognizable websites, with 1,500 active registered users, growing by the day, and selling more than 5,500 products. Given the range of products displayed, Nefsak.com appeals to all demographics. Furthermore, the easy interface and price guarantee of Nefsak.com has built up a growing number of customers who recognize it as a one-stop-shop for all of their consumer products.

The early challenges

Since their start, Nefsak was focused on increasing awareness of their site and generate simultaneously sales revenue. Contextual advertising was their core focus. Managing director Sherif Nassar explains the benefits that AdWords has provided them in launching their site: “Through the content placements, we were able to increase the awareness of our existence and drive traffic to our site”.

Quality is paramount to Nefsak. They offer quality products, create highly relevant AdWords campaigns and expect quality leads. This emphasis on quality is ultimately aimed at achieving the maximum ROI possible. Nassar says “The search text ads allowed us to acquire specific customers looking for exactly what we have. We concentrate on the traffic that is converting and make the most of it.”

Results

“Google AdWords gives nearly 60% of our business return and about 85% of new acquisitions” says Nassar. Now that Google advertising is a key part of Nefsak.com marketing strategy and after trying other online advertising programs, Nassar says: “Certainly AdWords will remain as our major advertising tool. We will stop using it if we stop doing business.”

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.eg