



### Who they are

- PrintGlobe
- www.printglobe.com
- Austin, Texas
- 29 employees
- Online only
- Printing products and online services for small and mid-size businesses



### What they needed

- To move their business online
- To target customers during their business hours
- To target customers based on each product vertical market
- To maximize their budget for growth and cost-effectively acquire new customers

### What they did

- Began with **Google AdWords** in 2002
- Added **Google Analytics** tracking to their website in 2006
- Developed increasingly sophisticated campaigns by testing, optimizing, and tracking
- Used AdWords Editor to manage campaigns containing thousands of keywords
- Used negative keywords to increase the quality of their website traffic

### What they accomplished

- **New customers:** AdWords sales have grown by 500% over the last five years
- **Quality customers:** Targeting by product line has earned them 25% of the Fortune 500 as customers
- **Increased profit:** Grew company-wide profit margin by more than 5% over last two years
- **Measured investment:** Gross Return on Ad Spend (ROAS) of more than 500% each month

## Start the Presses

PrintGlobe.com has used Google AdWords and Analytics to grow overall sales by 500% since 2002.

Dan Steinborn was never one to aim low. Not long after entering the real world as a graphic designer, he took the plunge and started his own offline business printing company. “I’ve just always liked branding,” Dan says. “Starting the company was a way for me to both work with brands every day and to develop a brand of my own.” As the Internet began to alter the printing landscape, Dan took steps to transform his business model. He reworked his business plan, lined up investors, and in 2002 moved the entire enterprise online under the name PrintGlobe.



“My goal from the beginning was to be a national one-stop shop for all things printing,” explains Dan. “I knew what life was like for a local offline printing business, and saw that we could take advantage of the web to meld the best of the old with the best of the new.”

### Out of the gates

PrintGlobe took on the task of driving traffic to its site through online advertising. “Within two weeks of unveiling the new company, we launched our first Google AdWords™ campaigns,” recalls Dan. “We saw results almost immediately. Traffic and sales shot up and we were all a bit giddy. But like anyone else, I had my own learning curve about how to best manage our account. One thing I came to know is that while traffic is great, certain kinds can be better than others.”

Dan defined what actions he wanted potential customers to take and then worked to test his campaigns to best drive those actions. “We had to learn that conversion involves marketing, positioning, and clear information,” states Dan. “Google provides wonderful management tools, and I picked up on how to navigate the AdWords interface in no time. We now manage thousands of keywords for more than 8,000 products. Testing helped us refine our keywords and allocate more budget to the most effective ones.” Since signing up with AdWords, PrintGlobe has achieved a Gross Return on Ad Spend (ROAS) of more than 500 percent each month.

### Easy editing

PrintGlobe also found that certain AdWords features were particularly useful for managing its account and bringing in the right customers. “I love AdWords Editor – it makes bulk changes a snap,” says Dan. AdWords Editor is a free, downloadable application for managing AdWords accounts. Advertisers can work offline and upload changes to campaigns, ad groups, ads, keywords, and sites quickly and easily. “Ad scheduling is also a big, big deal for us. We want customers to contact us during our business hours, so we configure our campaigns to connect with them only during those times. We’re able to match ad delivery to user behavior.”

“We also use negative keywords – new campaigns have as many as 200,” adds Dan. A negative keyword is a kind of keyword that prevents your ads from showing on irrelevant search queries. Adding a negative keyword to your ad group or campaign means that your ads won’t show for search queries containing that term. “They increase our overall category return on investment while ensuring our desired target customer lead flow.”

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## About Google AdWords

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Google AdWords™ 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>

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## About Google Analytics

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Google Analytics™ is a free, powerful web analytics tool. It precisely tracks visitors, referrals, search engine performance, email promotions, and even offline initiatives. Featuring visually enhanced reports, Analytics helps users focus their marketing resources, improve site navigation, and achieve a higher ROI. It measures the success of both AdWords and non-AdWords advertising campaigns, revealing which ads and keywords convert the best.

For more information, visit <http://www.google.com/analytics>

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## To each their own

PrintGlobe's product and service line has grown to include business printing, promotional products, signs, flags and banners, and graphic design, print, and web services. A major project was aligning its AdWords campaigns to match these product lines. In 2006 it integrated Google Analytics™ into its website. A free tool that offers comprehensive analysis of a variety of important site metrics, Analytics works with AdWords to track how visitors arrive at and interact with PrintGlobe.com.

“The combination of AdWords and Analytics gives us an amazing level of control over how we market ourselves, which we never had before,” says Dan. “Analytics makes our marketing more profitable and increases ‘visitor traction,’ showing us what sections of our site visitors find most relevant. I know the consumer is looking for an efficient experience. We’re always asking, ‘Would this make things easier for the customer?’ and spend a lot of time structuring the site around that mantra. We look to the data Analytics provides for guidance and proof.”

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“We target by product and service line, not industry. Using Analytics and AdWords, we’ve broken down each product category into its own campaign. The approach has earned us 25 percent of the Fortune 500 as customers and increased the overall company-wide profit margin by more than five percent over the last two years.”

## Virtual gas pedal

PrintGlobe recently unveiled a new headquarters and plans on doubling its staff over the next year. Dan has no doubts that the course he chose five years ago was the right one. “Everything is online for us now,” he says. “It’s how we do business and it’s where we focus our marketing budget. We’ve reached heights we never would’ve been able to reach if we’d just stayed local. Since 2003, sales have grown by over 500 percent.”

Dan’s advice to other companies looking to achieve success in the online world? “Leverage your data, constantly focus and target, and keep scaling. And,” he adds, “use products that provide you with fantastic opportunities, like AdWords. We expect Google to be our key marketing partner for years to come – they’ve given us a virtual gas pedal. Our only problem is how hard we step on it. It’s a good problem to have.”

