



About Panel Warehouse

Panel Warehouse are the UK's largest office screen & display board manufacturer.

Panel Warehouse have been the first port of call for a wide range of customers from almost every type of organisation and business you can imagine. Organisation including, schools, universities, large corporate organisations right the way through to the SME space.

1. THE CHALLENGE

To continue revenue increases via SEO and Paid Search channels.

The objective, therefore, was not to launch the website into the digital marketing space, but to accelerate already positive website revenue streams.

2. OUR SOLUTION

With Panel Warehouse already experiencing impressive online growth from both PPC and SEO channels, the initial Hit Search task was to review the current campaign structures and find areas to improve. Once the changes that were identified had been implemented, we turned our attention to other digital marketing strategies that could further drive revenue. These included Google Shopping (PLA's), re-targeting and online display campaigns.

The next tier of strategies currently in discussion include mobile marketing, real-time bidding and conversion rate optimisation (CRO).

3. THE RESULTS

Inside the first 6 months of working together, key metrics including engagement rate, pages per visit and traffic volumes all saw significant increases.

Crucially, when comparing revenue from the SEO and PPC channels over the first 6 months to a year later for the same period, total revenue was up by 72%.

[Check out our downloadable resources](#)