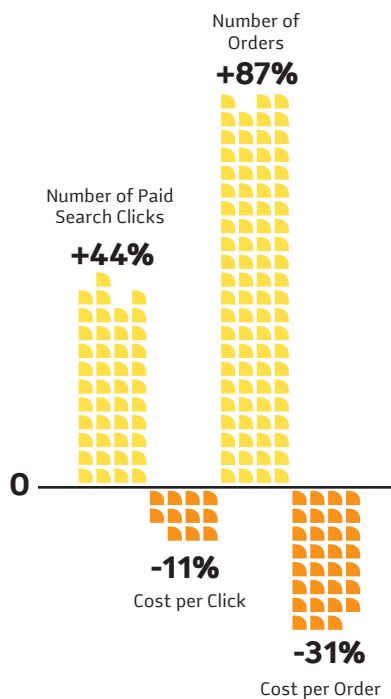


## PRIME VISIBILITY

**CASE  
STUDY****Lauren Hutton Cosmetics****LAUREN  
HUTTON**

Lauren Hutton Good Stuff sells cosmetics and cosmetic accessories from its website, LaurenHutton.com. Lauren Hutton founded the company six years ago, to develop cosmetics for women in their forties. She now sells a variety of cosmetics directly from her website.

LAURENHUTTON.COM  
CHANGE FROM 8/07 TO 2/08



**THE PROBLEM** By 2007, Lauren Hutton Good Stuff had found a niche for its cosmetics products and its name was widely recognized by mature women. However, the company wanted a new strategy to improve its online sales. It needed to increase targeted visitor traffic while decreasing the conversion cost, since the cosmetics industry is very competitive and costs run very high. In particular, the company needed to reduce the paid-search spending amounts for general cosmetic terms.

**THE SOLUTION** Starting in August 2007, Prime Visibility first identified the primary keywords from natural searches and used those to improve click-through-rates on LaurenHutton.com's paid search ads. It then implemented negative keywords for LaurenHutton.com's paid search efforts so that the ads would not appear if those negative keywords are entered. This, along with a highly-targeted contextual network campaign, lowered LaurenHutton.com's cost per click and otherwise reduced irrelevant traffic to its site. The result? By February 2008 (six months after Prime Visibility's initial efforts), the cost per order decreased by 31% and the average cost per click declined by 11%. The overall monthly number of paid search clicks to LaurenHutton.com increased by 44% and, more importantly, the number of orders increased by a whopping 87%.

Search Engine Optimization  
Pay-Per-Click Management  
Web Site Analysis  
Web 2.0  
Email Marketing  
Keyword Research  
Conversion Analytics  
Reporting



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