



www.365tickets.com



objectives

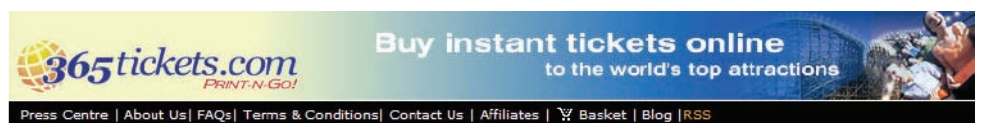
- to target audiences for UK and US attractions more effectively
- improve search engine positions in a highly competitive market
- to increase sales through Pay-Per-Click
- to reduce marketing spend based on % of turnover

results

- increase year-on-year ticket sales from 4000 per month to 16000 per month
- reduced online advertising spend from 9% to less than 4% of turnover
- doubled the visitor to sale conversion rate with minor Visitor Interaction improvements
- visibility of the www.365tickets.com web site in the major search engines has increased from less than 32% in 2006 to over 45% by July 2007
- numbers of pages viewed by visitors increased by over 26%
- increased natural search engine positions achieving top 10 position from less than 1700 in 2006 to over 2500 by July 2007

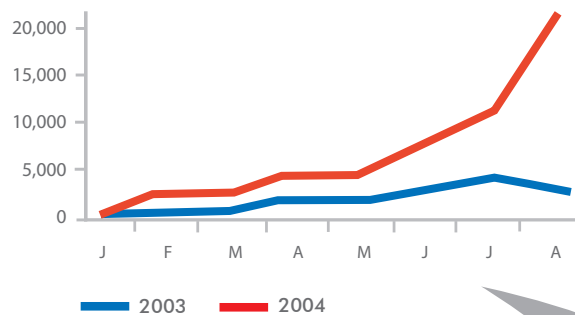
365 tickets

365 tickets.com was formed in 1998 and allows people to buy instant tickets online to over 250 tourist attractions around the World. 365 approached Appius in 2004 to help with their eMarketing capabilities, creating a spectacular first year in our 4 year relationship.



Appius listened hard to 365 Tickets objectives for targeting audiences for UK and US attractions. The results have been achieved by a balanced programme of search engine optimisation and pay-per-click account management to maximise web traffic from 365 Tickets' target audience. Appius' eMarketing specialists constantly reviews performance and keyword usage with a passion each month, taking time to attend to new marketing campaigns and the specific selling points of each and every new attraction.

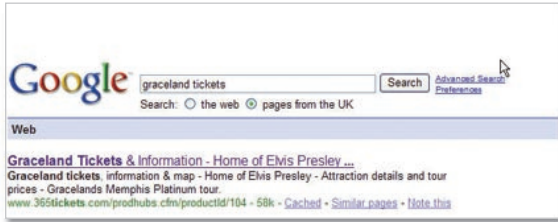
Sales of monthly tickets rocketed in 2004



increased online turnover from £800,000 to £3m per year

Frederic Kahn, CEO of 365 Tickets said:

"Since Appius started managing our SEO and PPC strategy, our sales graphs look like they are on Viagra! Website usability is now also in their hands and this has improved the conversion rate. **Congratulations Appius!**"



reduced online advertising spend from 9% to 4% of turnover

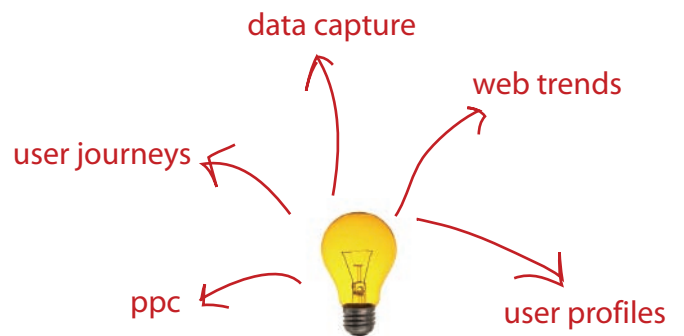
Throughout the peak sales season, 365 Tickets appears in the most effective positions for Pay-Per-Click advertising in the major search engines. The Pay-Per-Click account was monitored daily to maintain optimal ad positions that consistently achieved target costs per conversion with high volumes of targeted visitors.

Continual improvements to core elements of the website that contribute to Search Engine Optimisation and utilisation of best practice optimisation techniques has improved the number of top positions for target keywords in natural search results.

WebTrends Analytics has provided key insights into the origins, geography and behaviour of the high number of visitors that use the website. This has played a major role in identifying the most efficient and rewarding SEO actions to take as well as effectively measuring results.

services applied

- natural search marketing (SEO)
- pay-per-click management
- traffic and usage analytics
- user experience evaluation



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