

## 75% PPC Savings for Competitive Words

AandEWatches.com is one of the largest luxury watch companies on the web. They were paying over \$1 per click using Adwords. We were employed to lower that price, and get more quality targeted visitors to their site. Using a combination of Organic Search Optimization, Multivariate Variables, and Google Adwords PPC we are able to achieve over 500 visitors per day at an average cost of \$0.08 per click!