

Rocket Media Studios Case Study

Profile:

ROCKET MEDIA creates comprehensive custom Website and Internet marketing solutions for their clients through professional, cutting-edge design, technological expertise and an out-of-the-box vision.



Need:

As a search marketing and Web development solution provider, ROCKET MEDIA needed a way to provide their clients with a single interface that could incorporate all online marketing activity.

Objective:

ROCKET MEDIA tried to utilize Google Analytics as a solution for their clients, however, it did not provide a “complete” solution for all online activity. They needed something more, and began researching alternative solutions.

Their goal was to locate a system that could

- 1) handle multiple advertising mediums,
- 2) allow clients Web-based access,
- 3) be supported by an active development group,
- 4) have a reasonable investment for entry.

Identified Solutions:

ROCKET MEDIA’s clients understand the PPC marketing processes, and most are aware of Google Analytics. However, when negotiating contracts, ROCKET MEDIA found that the AdCaM system immediately became a unique selling feature to their clients. Even those who originally requested access to Google Analytics are now finding AdCaM to be more beneficial for understanding their complete online marketing effectiveness. AdCaM has become a powerful value-add for ROCKET MEDIA.

Conclusion:

ROCKET MEDIA's search marketing services immediately advanced after establishing a partnership with VisiStat and integrating the VisiStat solution into all their clients’ campaigns. According to ROCKET MEDIA’s CEO, Ben Kalkman, “VisiStat has become a staple in our search marketing campaign process and has helped ROCKET MEDIA achieve greater gains with client communications.”

“*VisiStat is one of those unique solutions that once you find it, you can't imagine how you functioned without it.*”

- Ben Kalkman, CEO, ROCKET MEDIA

