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Paintball Discounts – manages and operates more than 20 top quality paintball gaming locations in the UK and Ireland. It is quite a competitive market and all companies use any possible way to attract customers. So PPC is just a natural way of advertising.

Initially we were using our own resources to run a PPC campaign. It was very time consuming and our IT team was spending a bit of their time on it. As we see outsourcing as one of the ways how to get things done better, faster and cheaper, we decided to do with PPC.

We found eBrandz via Google.co.uk. In the beginning we had a few concerns as we were not sure if someone could handle our PPC campaign without specific knowledge of our business. We were running our own PPC before but as soon as PPC was taken over by eBrandz our enquiries increased and they continue to rise. Our CTR percentage went up as well.

eBrandz did a fantastic job. We are very happy with eBrandz. Their approach is excellent, fast and professional. All our questions are researched and explained very quickly and all requests are actioned almost immediately.

Working with eBrandz is a pleasure. I would say the table below demonstrates the positive results.

Percentage of bookings that were received via PPC. I compared two months periods for 2006 and 2007.

	2006	2007	Difference
1/5 to 30/6	5.30 %	7.46 %	2.16 %
1/7 to 31/8	3.92 %	6.81 %	2.89 %

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