

Piers 92/94 New York: Supporting a Successful Search Campaign

Pier 92 and Pier 94 are a division of MMPI. MMPI is the world's largest operator of showroom buildings and private trade show facilities and produces 85 trade shows per year. Pier's many trade and consumer shows are perfect for event planners, exhibitors and visitors. Pier's is proud to be one of New York's premier event venues.

Problem

Pier's 92/94 wanted to increase brand awareness and drive traffic to their website. Their goal was to increase sales by renting out their high-end venue in New York City for industry events.

Solution

In 2009 Marcel Media launched a geo-targeted paid search campaign focusing on the New York City metropolitan area.

Due to the success of the campaign, Marcel continued to optimize for geo-targeted terms. The goal of the campaigns was to drive traffic and book the venue for high-end, local events.

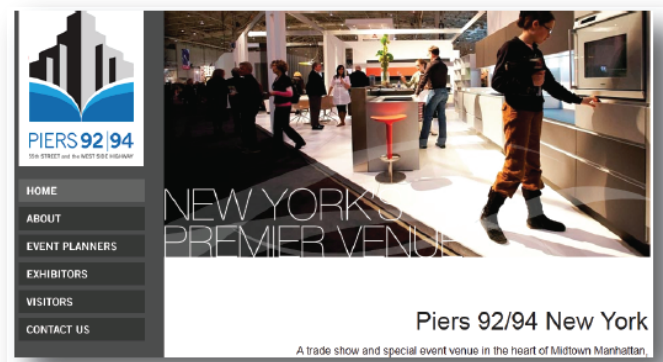
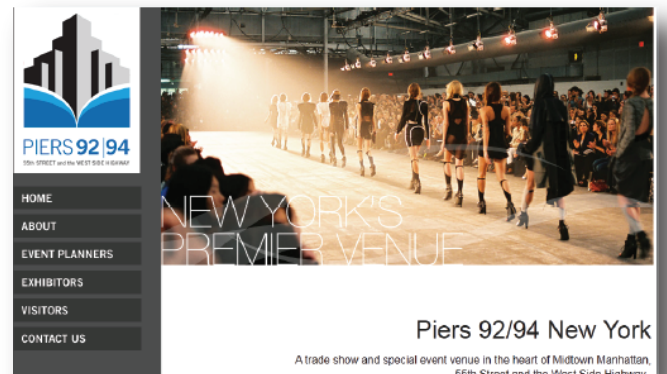
Results

Marcel Media's targeted Paid Search Campaign accounted for over one million impressions and 3,900 visits to the Pier's website. 93 percent of the visitors were new to the site.

In total their 2010 search campaign increased clicks by nearly 700 percent, for upwards of 12,000 click throughs to their website.

The total return on investment was over 2000 percent.

Piers 92/94 New York



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www.marcelmedia.com

445 West Erie Street, Suite 211 • Chicago, Illinois 60654 • 312.255.8044 • info@marcelmedia.com