



## **Best Paid Search Campaign Finalist**

**Campaign:** Taking the Next level of PPC efficiency by Means of Foreign Expansion with Loopmasters

**Nominee:** Zbigniew Nowicki, Bluerank, Managing Director

**Why this Nominee:** Loopmasters is a sound design label based in Brighton, UK. Since 2008 Loopmasters functions as an online store for music composers, producers and DJs. The aim of Loopmasters.com is to provide best sample libraries for producers and musicians who require top quality playing from seasoned professionals to integrate into and inspire their music. Loopmasters' challenge is to provide their clients with the best samples and music software that money can buy. Bluerank is best in class PPC business partner, responsible for paid search campaign management and optimization, helping to achieve short and long-time objectives.

Why the campaign for Loopmasters is the best?

1. The project required a comprehensive approach and conducting operations at wide variety of markets. Moreover, the project involved a very unusual industry. While working for a client such as Loopmasters we had to combine experience in the area of e-commerce with an individual approach, which was required by the specificity of the products.
2. We have proved that it is worthwhile to go beyond the boundaries of home market and look for new, promising areas considering business development of the online project.
3. While expanding business into new markets, there is always the risk that the results of the campaign can be worse than on the home market. We managed to achieve such good results outside the US and the UK that it has significantly strengthened the overall results of the Paid Search activities.

**External Links for Support:**

[https://www.bluerank.pl/downloads/Loopmasters\\_SEMPO\\_Global\\_Awards\\_2017.pdf](https://www.bluerank.pl/downloads/Loopmasters_SEMPO_Global_Awards_2017.pdf)