



# Losing weight without losing money

Andrew DiMino was thrilled when he lost weight, but losing money was not what he had in mind when he started his online store, [CarbSmart.com](http://CarbSmart.com). When he found he was spending more money on advertising than he was making in sales, he knew something had to change.

### The solution?

Solid Cactus' Internet marketing team helped DiMino increase profits, sales and traffic -- the type of gains he was looking for.

*"I wanted to optimize my PPC and I knew if I let Solid Cactus manage it, I would see increased conversions without an increase in costs."*

—Andrew DiMino, [CarbSmart.com](http://CarbSmart.com)

In 1999, Andrew DiMino, president and founder of CarbSmart, Inc. set out on a mission to achieve a healthier lifestyle and in the process created a successful eCommerce business. The low carbohydrate diet was just beginning to be recognized and after being inspired by a co-worker's amazing weight loss, DiMino decided to give it a try – and had incredible results. After he successfully

shed 50 pounds, DiMino was inspired to launch [CarbSmart.com](http://CarbSmart.com) and has since helped thousands of other people lose weight and get healthier.

DiMino originally sought out Solid Cactus for a redesign of his website. After five years of running an online store, DiMino decided it was time to kick it up a notch. He wanted to compete with the "big boys" and outperform his smaller competitors.



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The newly redesigned [CarbSmart.com](http://CarbSmart.com) was such a success DiMino decided to hire Solid Cactus again, this time to take over his pay per click (PPC) campaign.

"During the economy crisis, I knew I didn't want to cut my marketing. Businesses often never recover after doing this. I wanted to optimize my PPC and I knew if I let Solid Cactus manage it, I would see increased conversions without an increase in costs," he said.

[CarbSmart.com](http://CarbSmart.com) had a typical 80-100% conversion rate before Solid Cactus; it now averages 400-500%. Conversions grew from 26 to 65 in the first month alone.

DiMino saw results immediately and he is very pleased with the decision he made.

"I was basically happy with the PPC I was doing, but I was trying to create campaigns, manage them, take orders and run my business at once. The campaign was not being optimized or expanded like I wanted it to," he explained.

Not only did his campaigns perform better, but he also found enlisting a dedicated PPC specialist gave him more time to manage other important aspects of his business.

"I'm a smaller company and it was too much to dedicate the time to PPC. Hiring Solid Cactus has helped me increase sales and conversions, making it affordable and beneficial. I'm also not spending hours every week on PPC," says DiMino. "My PPC specialist meets with me regularly to discuss our strategy. Our first goal was to optimize my PPC spend, which we accomplished. Now I look forward to growing our campaigns over the next year."

### The Results

Optimizing his ad spend and PPC campaign has resulted in significantly increased profits. Before he started with Solid Cactus, DiMino spent \$2,757 on PPC during one season and only brought in \$2,361 in sales, a loss of almost \$400. During this season one year later, with Solid Cactus managing his PPC, he spent \$2,533 on PPC and brought in \$9,122 in sales.

That's over \$6,500 in profit and there's still one month to go!

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## Pay-Per-Click Results

Before Solid Cactus Summer 2009	After Solid Cactus Summer 2010
typical 80-100% conversion rate	typical 400-500% conversion rate
\$2,757 ad spend	\$2,533 ad spend
\$2,361 in sales	\$9,122 in sales
<b>\$396 loss</b>	<b>\$6,589 profit</b>

DiMino's favorite part of working with Solid Cactus is the teamwork of the results-oriented PPC staff.


"Solid Cactus has a knowledgeable staff and from day one, they looked at what I had been doing with my PPC, knew how to improve it and immediately put a plan together. We started to get more traffic and qualified conversions right away," he said.

DiMino adds that he and his PPC specialist are increasing the amount of keywords and his budget based on campaigns they've already implemented. And, the success of these campaigns compelled him to hire Solid Cactus one more time – [CarbSmart.com](http://CarbSmart.com) is not his only store.

"Now I'm enlisting Solid Cactus to take care of the PPC for my new store, [GlutenSmart.com](http://GlutenSmart.com)."

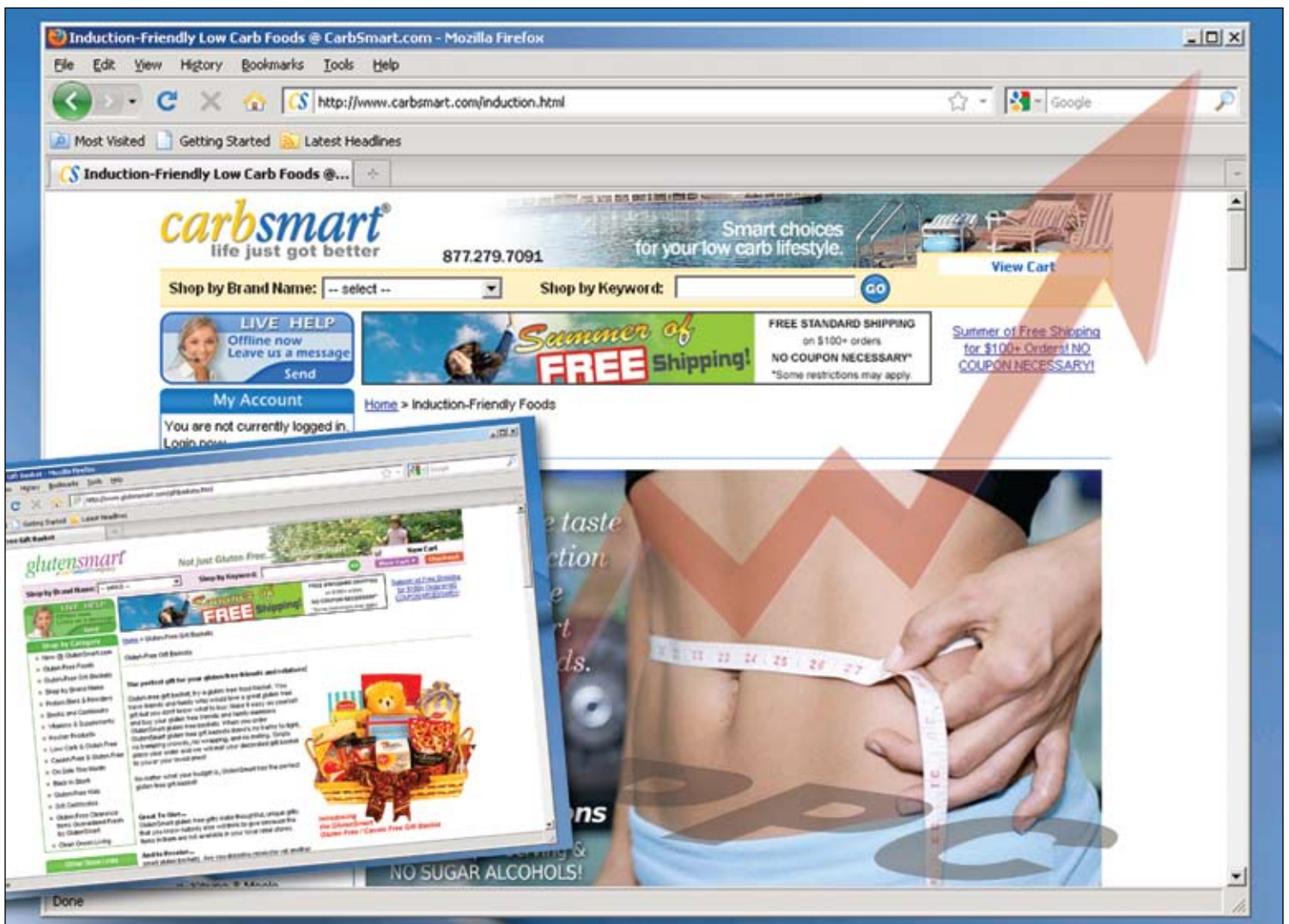
### About CarbSmart, Inc.

CarbSmart, Inc. is dedicated to helping everyone who is currently following - or considering switching to - the low carbohydrate way of life. Whether you want to lose weight or maintain your current weight, [CarbSmart.com](http://CarbSmart.com) is your one-stop shopping source for products that support the low carb lifestyle

including foods, books and vitamins. Whether you follow Dr. Atkins, South Beach Diet, Hamptons Diet, Carbohydrate Addicts, Protein Power, Neanderthin or any other low carbohydrate type of lifestyle, CarbSmart is here for you. 

### About Solid Cactus eCommerce Marketing

**You know your audience. We help you find them.** Opening your doors for business alone won't bring you shoppers. Marketing is the lifeblood of your eCommerce website, and when it comes to [eCommerce marketing](#) there are many channels to help you attract the right visitors to your online store. [Pay-Per-Click](#), [Search Engine Optimization](#), [Social Media Optimization](#), [Affiliate Marketing](#), [Comparison Shopping Engines](#), and [Email Marketing](#) are all effective online marketing solutions to target your key audience. eCommerce marketing is much more than just getting traffic to your eCommerce store; it's also about generating repeat business, building customer relationships, and raising brand awareness.



Hiring Solid Cactus has helped CarbSmart increase sales and conversions. Now Andrew has enlisted Solid Cactus to take care of the PPC for his new store, [GlutenSmart.com](http://GlutenSmart.com).

**For more information about eCommerce Marketing by Solid Cactus call: 888.361.9814**