

# Customer Success Story: Infinite Electronics, Inc.

Infinite Electronics is a leading global supplier of electrical components serving the urgent needs of engineers through a family of highly recognized and trusted brands. They offer a wide portfolio of ready-to-ship products and world-class technical support.

## Background:

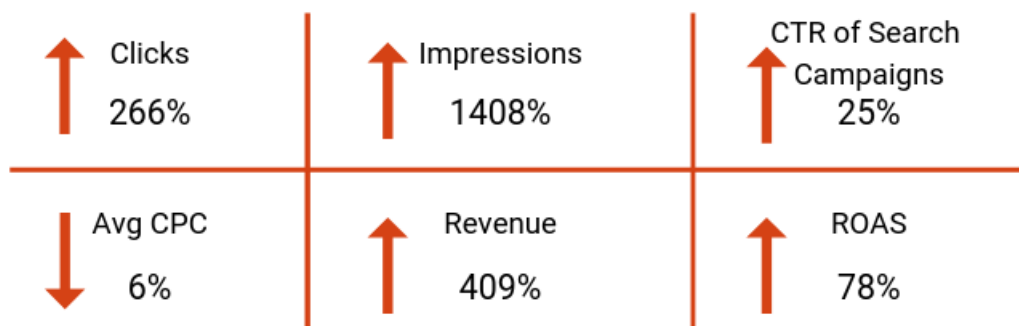
Infinite Electronics, Inc. has been a long-time client of Wakefly. In 2018, they decided that they wanted to expand their marketing reach for two of their brands, Transtector and PolyPhaser. Their primary goal was to increase the traffic of their Google Ads account to these sites.

## Solution:

**Account Expansion** – The existing paid campaigns for the two Infinite brands were relatively limited. They were mostly focused on branded terms. Since the desire was to grow the accounts quickly, but responsibly, Wakefly added 20 new campaigns over the course of the year amongst the two brands. These included search, GDN and remarketing campaigns. The campaigns were based on the different sections of the websites.

**Account Optimizations** – After the new campaigns were created, there were several rounds of optimizations made. These optimizations included extensive negative keyword research, keyword additions, ad copy adjustments and bid strategy tweaks.

## Results:



*"Wakefly is an excellent partner and I would never hesitate to recommend them."*

*- Linda Johnson, Infinite Electronics*