

# Mindful campaigns aiding a 162% conversion rate increase for **Reelyze**.

Reelyze, a mental health training services provider, approached Bind Media to demonstrate the value of paid search in driving qualified leads to their website. Having previously attempted to utilise paid media in-house and with freelancers, they chose Bind Media.

Since partnering with Bind Media, Reelyze has seen significant improvements in their paid search performance, with a steady increase in qualified leads and revenue. Bind Media's data-driven approach to campaign management and collaborative approach has helped Reelyze optimise their ad spend and achieve their business goals.



## What we did

- ◆ Consolidation and rebuild of Google Ads
- ◆ Introduction and optimisation of Microsoft Ads
- ◆ Construction of PPC specific lead generation landing pages

## The results

Through a thorough rebuild of the **Google Ads** account, introduction of **Microsoft Ads**, and the production of specific **paid search-focused** landing pages, we were able to drive consistent **high-value opportunities**.

# 1300%

INCREASE ↑  
IN LEADS  
(GOOGLE ADS  
& MICROSOFT)

# 162%

INCREASE ↑  
IN CONVERSION  
RATE

## WHAT THE CLIENT SAYS

### // My go-to choice for successful paid campaigns

I've worked with many agencies over the years, though few match the deep understanding and knowledge of the PPC landscape to deliver excellent results and execute quite as well as Bind Media. Great account management, GTM and GA gurus, strong design and CRO skills combined with a pragmatic approach make Bind my go-to choice to for successful paid campaigns.



**Neil Stone, Marketing Director**  
Reelyze