



Capitol Lighting is a four-generation lighting retailer with nine major showrooms in New Jersey and Florida. Known in its regions for its strong relationships with the world's best manufacturers, huge selection, terrific service and great pricing, Capitol wanted to expand nationally via the Web. Using its memorable phone number as its URL, Capitol launched www.1800lighting.com, in earnest in 2004 bringing over 400,000 lighting fixtures to the web.

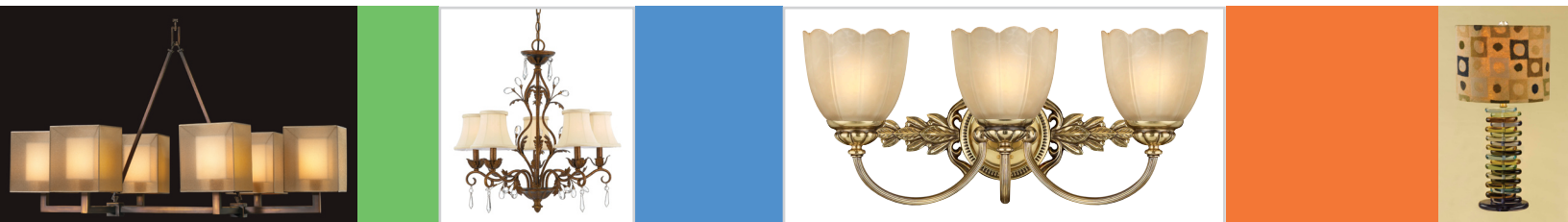
Campaign Objectives

Capitol hired search marketer Camarès to package a strategy that would deliver ROI on every ad dollar spent from day one. Growth was controlled to maintain Capitol's legendary service levels and profits were required at every stage of growth.

The Camarès strategy relies on tested paid search programs and carefully chosen portals that deliver traffic to a site designed to be exceptionally "shoppable".

"For us, the numbers tell the story; our ad dollars travel to where the sales are and right now adCenter is delivering."

- **Brian Lebersfeld**
 Director
www.1800lighting.com



"We are absolutely obsessed with analytics. We rigorously test and benchmark before we launch any new initiative full throttle. Microsoft adCenter made the process easy."

- **Deb Di Gregorio**
President
Camarès

"Online ad programs must be balanced across multiple search engines, measured and adjusted; Microsoft adCenter has proven itself an important part of a healthy paid search advertising diet."

- **Deb Di Gregorio**
President
Camarès

Campaign Results

Capitol's 1800lighting.com and Camarès were able to achieve 20-50% higher conversion rates on adCenter as compared to other engines. They were able to achieve this in part because:

- Microsoft Media Specialist team provides superb service
- Microsoft adCenter makes it easy to transfer campaigns from other search engines to adCenter—moving Capitol Lighting and Camarès through test, benchmark and launch sooner than on comparable search engine advertising products
- Microsoft adCenter offers lower CPCs than many of its competitors

Evolution of a Strategy

Camarès has expanded Capitol Lighting's 1800lighting.com presence and is testing adCenter's demographic targeting tools. Camarès will continue to rigorously test, measure and re-tool in real time to ensure ROI at every stage.



For more information, please visit Microsoft adCenter: <http://advertising.microsoft.com/Microsoft-adCenter>

Microsoft Digital Advertising Solutions