

# Digital Marketing - PPC Services

## Contacta Eye Wear Case Study

The family practice Contacta Eye Wear is currently owned and operated by father and son, Fredrik and Lars Salmonson. Fredrik is an accredited optician and responsible for the practice's digital strategy and eCommerce activity.

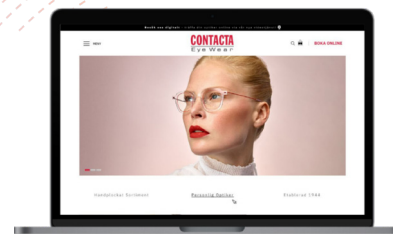
**Company Size:** Small (10 employees)

**Location:** Jakobsberg, Sweden

**Website:** www.contacta.se

**Ocuco Services:** Website, Pay-Per-Click (PPC), Advertising

**PPC Go Live Date:** 2017



### Pain Point

In 2017, Fredrik felt that the optical sector was behind the digital curve compared to other industries. He conceived that being an early adopter of digital marketing within the optical sector would allow him to get ahead of his competitors that had not yet discovered the power of marketing their optical business online. Fredrik began researching viable options and was delighted when Thova, his Ocuco Account Manager, proposed a digital solution that would grow his business online. He liked the idea of continuity and streamlining the customer journey for his patients with a single provider. Ocuco was already familiar with Fredrik's business having provided him with his practice management system for over 20 years. It was a perfect fit.

### Implementation

Fredrik regarded the implementation process as being a simple one. He was only obliged to participate in an initial meeting to determine the unique selling propositions he desired and outline the budget. The Ocuco team, on behalf of Contacta Eye Wear, set up several PPC campaigns on Google focusing on key services and products such as dry eye management and promoting the Lindberg brand. These help them reach new and existing customers in their area.

"I can be 100% hands-off and focus on what is essential, providing my patients with the best possible eyecare services."

**Fredrik Salmonson, Owner**  
**Contacta Eye Wear**



### Results

- Between 2017 and 2021, Contacta Eye Wear has benefited from an average yearly growth of 74% in revenue generated by online bookings derived directly from their PPC campaigns.
- Thanks to their digital marketing efforts, when the pandemic took hold in Sweden, in 2020, they only saw a 1% decrease in online revenue compared with 2019.

Ocuco is currently developing Contacta Eye Wear's new website to offer virtual try-on and digital appointments. Due to their success with PPC, Fredrik will be upgrading his marketing services with the Ocuco team to complete the Gold Package that will include search engine optimization and social media management.



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