



Scholastic Book Clubs and Fairs

Euston House, 24 Eversholt Street, London NW1 1DB.

Tel: +44 (0)20 7756 7756. Fax: +44 (0)20 7756 7799

Website: www.scholastic.co.uk

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Reference: Paramarq

Scholastic Book Clubs sells children's books to children through UK schools and online, and we run our website in a highly competitive market against some of the largest names in internet retailing.

We turned to Paramarq in 2011 to grow our online pay-per-click business and to free up our own resources for other digital marketing activities.

Peter's performance is best summed up by the numbers, which speak for themselves. In a directly comparable year-on-year period he:

- More than trebled click-through rate.
- Cut cost per click by 62.5%.
- Improved gross profit on PPC campaigns more than twenty-five times.
- Reduced our PPC costs by more than £50,000 a year.

These improvements are an impressive testament to Peter's skills in optimising pay-per-click campaigns.

A handwritten signature in dark ink, appearing to read "David Sandford", written in a cursive style.

David Sandford

Marketing Director, Scholastic Book Clubs UK