



Specialized in:



DanishDesignStore

Your Source for Authentic Danish Design

About Perfect Storm Media

Perfect Storm is a Google Partner agency which has pioneered the 'Pay Per Sale' search engine marketing model where the customer only pays for the sales they get through Google Adwords

- perfectstormmedia.com
- West London, UK



Danish Design Store and Perfect Storm Media Selected for Google Partners Shopping Performance Award 2016

Danish Design Store was bought in 2011 by Todd Thedinga and Matthew Lieb as a small eCommerce store selling authentic Danish branded furniture in the U.S. market. Today they sell over 41,000 unique furniture products from 68 Danish brands. Many are high-value purchases made by architectural firms and interior decorators, who often place orders "offline" via telephone and email, after significant research and price comparison online.

Perfect Storm Media (PSM) put together an end-to-end tracking solution, integrating its own phone call/online sales optimisation technology with Salesforce, Shopify, and Adwords API's to allow for smart, attribution-based bidding to improve ROI to 12x and increase sales over 20x in 5 years. PSM separated out new vs. existing customers, branded vs. non-branded visitors, and offline converters to create a matrix of data which has driven clear decision making on Adwords.

Perfect Storm Media is a Google Premier Partner agency based in London. They operate a performance-based model which focused on high-growth businesses and owner-managed ventures that really care about Return on Investment.

Tom Nabielec, Founder and Managing Director of Perfect Storm Media, explains: "It has been a pleasure working with Matt and Todd the last 4 years. Our work with such clients is rewarding because of the speed of decision-making, and quality of problem-solving we can do, and of course with the effect that we have on driving success for owner-managed medium-sized merchants.

"Perfect Storm has been an excellent partner of ours for years. Not only are they experts in the field of Adwords and all of the analytics behind online advertising, but their customer service is first rate---always quick to respond, eager to fix problems and proactive in offering solutions. Highly recommended."

- Matthew Lieb, Partner, Danish Design Store LLC
