



Who they are

- Bomgar Corporation
- www.bomgar.com
- Ridgeland, Mississippi
- 65 employees
- Remote support solutions for IT professionals

BOMGAR™

What they needed

- To grow their business from the ground up
- To target business customers and filter out consumer traffic
- To announce their rebranding campaign and boost brand recognition

What they did

- Began with **Google AdWords** in 2003
- Began placing ads on the **Google Content Network** in 2004
- Ran site-targeted campaigns on handpicked websites
- Used text and image ads to promote their brand
- Set up **Google Analytics** on their site in 2006

What they accomplished

- **Established company:** Transformed a three-man operation into a booming business
- **Expanded reach:** Acquired over 2,500 customers in the U.S. and abroad
- **Strong return on investment:** Consistently earn \$3 in revenue for every dollar spent on AdWords
- **Brand awareness:** Spread the word about their rebranding through image ads

Remote Control

Bomgar gets 33% of leads for its remote computer support and desktop access software from the Google Content Network.

On the road again and again

As a senior network engineer for a local integrator, Mississippi native Joel Bomgar got tired of spending so much precious time on the road, driving from client to client. “It all seemed so inefficient,” Joel remembers. “My patience was wearing thin, and so were my tires.” He researched the remote technical support and desktop access solutions already on the market but couldn’t find one that met his needs or expectations. “They all had high monthly fees, required installation, and weren’t that fast or secure. I knew I could do better.”

So Joel parked himself at his computer and developed the original version of the Bomgar Box™, the only remote support system delivered on an appliance owned and controlled by the customer. In 2003, he recruited two college friends, launched a website, and set out to market his invention. NetworkStreaming – the first incarnation of what would eventually become Bomgar Corporation – was born.



“AdWords is responsible for the majority of our revenue, and we’ve consistently earned \$3 for every dollar we spend.”
Joel Bomgar, CEO, Bomgar

The entrepreneur’s forum

Once Joel’s new website went live, he needed a way to start sending qualified traffic to it – and fast. “My entire advertising budget consisted of my personal debit card,” Joel recalls. “How could I possibly compete with all the billion-dollar corporations out there?” In June 2003, Joel signed up for a Google AdWords™ account and began seeing clicks almost immediately. “Google AdWords was the fuel – it’s what got us off the ground,” Joel says.

“It’s the entrepreneur’s forum,” adds Patrick Norman, vice president of ecommerce for Bomgar. “With Google, this guy in Mississippi who’d built this new technology was able to put it out there, and suddenly the world was open to him. That just doesn’t happen with traditional media.”

The right context

Because Bomgar caters to a business audience, Joel and his team used negative keywords and targeted ad messages to filter out consumer traffic. In their ads, they highlighted the key factors that differentiate Bomgar’s products from the competition, including effective security controls and ease of implementation. “Support providers saw they could finally service their clients quickly, securely, and affordably,” Joel says proudly. “Without spending so much on gas.”

About Google AdWords

Google AdWords™ is a performance-based advertising program that enables businesses large and small to advertise on Google and its network of partner websites. Hundreds of thousands of businesses worldwide use AdWords for text, image, and video ads priced on a cost-per-click (CPC) and cost-per-impression (CPM) basis. Built on an auction-based system, AdWords is a highly quantifiable and cost-effective way to reach potential customers.

For more information, visit <http://adwords.google.com>.



About the Google Content Network

The Google Content Network is a simple, cost-effective way to advertise on millions of high-quality news pages, topic-specific websites, and blogs. Google has partnered with global media outlets and niche publishers alike to create the largest online advertising network in the world. AdWords advertisers can either hand-pick specific sites or use Google's powerful targeting technology to place ads on the pages most relevant to their products and services.

For more information, visit <https://adwords.google.com/select/afc.html>.

But Joel knew that the only thing better than happy customers would be more happy customers. "I asked myself, 'How can we expand our reach while continuing to target businesses?'" In 2004, Joel started running Bomgar ads on the Google Content Network, made up of millions of news pages, topic-specific websites, and blogs that reach 76 percent of Internet users. These days, the content network generates 54 percent of Bomgar's site traffic and one-third of its leads, providing 33 percent more conversions than search for the same budgeted amount.

In 2006, Bomgar began using Google Analytics™ to learn how visitors interact with its website and to track the performance of its online advertising campaigns. "With Analytics, we know the exact return we're getting on our investment and have a much better sense of who our customers are. Best of all, it's free."

Target practice

In addition to keyword-targeted content campaigns, the Bomgar team uses site targeting to display ads on specific sites within the content network. They identify websites frequented by IT professionals to zero in on their target audience. "We look at the sites our own technology guys value," says Patrick. "Where do they go for information like whitepapers? We've even had customers refer sites."

"Sometimes, it's the smaller niche sites that convert the best," Patrick continues. "They reach highly specific audiences in the industries we target. With site targeting, we can handpick those sites and tailor our ads to them." Bomgar closely monitors the performance of its site-targeted campaigns and updates them on a regular basis. "If we see success on a certain site," Joel explains, "we know to allocate more budget to it. It's sort of like market research for dummies."

Extreme makeover

In 2006, the company embarked on a major rebranding initiative, changing its name from NetworkStreaming to Bomgar Corporation and revamping its website. The content network proved instrumental as Bomgar's new era dawned. "It was a great way to spread the word about our name change," Patrick explains. "We used image ads to show off our new orange logo and drive traffic to our new and improved website."

"Using search and content together allows us to meet both our branding goals and our direct response goals through AdWords," Joel adds. "They also work in combination: people who see our snazzy image ads on the content network are more likely to type our name into the Google search box. For Bomgar, online branding just works better. With offline branding, you can't change your ad once it leaves the printer. On the content network, you can change any ad any time you want."

A long, strange trip

Four years after Joel took the plunge into entrepreneurship, 2,500 businesses in all 50 U.S. states and in 30 countries around the world use Bomgar products to troubleshoot without traveling. Joel has built a successful and innovative company with 60 employees and a laid-back environment that earned it a spot among the "Best Places to Work in Mississippi."

"I've got cutting-edge products, a great team, and a thriving company named after yours truly," Joel concludes. "I doubt I would be where I am today without Google, particularly the content network. AdWords is responsible for the majority of our revenue, and we've consistently earned \$3 for every dollar we spend. Needless to say, it will continue to drive our business as we grow. That, and rising gas prices."

