



## Royal Forex Trading

601 South Federal Drive, Suite 202 Boca Raton, FL 33432 USA  
Local # (561)347-2185, Toll free # (888)347-2185  
Fax # (561)395-9860

---

Date: August 13, 2007

Royal Forex Trading is an NFA registered FCM(Futures Commission Merchant) based in Florida, USA. We deal with the Foreign Exchange market and facilitate traders to buy and sell 22 different pairs of currencies in real time. Some of the popular currencies traded in heavy volume are EURUSD, GBPUSD, USDJPY GBPJPY, etc. Royal Forex Trading has involved in many forms of Advertising and Marketing and PPC has been one of them. The cost effective model of PPC marketing coupled with high ROI is what has attracted us towards it.

To be honest, we consulted with a few know how's of the market and got a few recommendation. Then, one of our senior staff suggested that if we wanted a company to get us to the top of Search Engines and give us high exposure, then it was important that the company we chose had to have a good ranking for itself in the Search Market. We decided to go ahead with an organic query in Google and I have to agree, eBrandz was well placed within the competition. There were a few others that caught our attention, but the impeccable record that eBrandz held favored our decision to go with them. We were interested in looking at track records only. Everything else fell behind that. And boy!, what a decision that was. We have absolutely no regrets over the decision we made, and I do not think we will ever.

eBrandz has managed our campaigns very well. They have been organized in their setup, have issued us reports in time and have always kept us up-to-date about the progress we have been making against our competition. I am impressed!

In organic listings, 31 keywords ranging between Top 10 and Top 100, among the 133 keywords optimized in a period of 4 months. That definitely speaks volumes. For Pay Per Click, the organized procedure of handling a campaign is what I am impressed about. You guys know what you are doing well.

eBrandz team has been very responsive and in about 5 weeks we saw considerable difference. Their marketing efforts have definitely made a difference to our business in terms of exposure and conversion. We would love to see more of them in the not-to-distant future.

Thank You

Althaf Ahmed  
Royal Forex Trading LLC.  
Head of Marketing and Advertising

---