

Boosting Online Ad Revenue Using Breaking News

CASE STUDY: MULTIMEDIA

As the Search industry continues to evolve, so must Search marketers' approaches to meeting clients' Web site goals. While these goals may vary, IMPAQT aims to cater to the individual needs of our clients and utilize our Search knowledge in combination with these needs in order to develop new tools to improve their Web site performance. Point-in-case, our client - the largest pure-play publicly traded television station company in the nation, challenged us with developing a tool that would provide them with increased relevant traffic across 19 of their Web properties utilizing Paid Search. Given that most of our media client's traffic is driven from visitors looking for more information on breaking news stories, we needed to devise a plan that would quickly capitalize on high-value news content. However, breaking news stories are only "newsworthy" for a short period of time and launching a successful Paid campaign usually takes days.

Question:

What type of application could IMPAQT develop that would help our client achieve their time-sensitive goals?

Revelation:

Although Paid Search is the quickest way to increase visibility of a Web site, it still requires time to develop appropriate ad copy, keyword research, budget allocation, etc. However, it is also a practice which can be manipulated. As such, IMPAQT's development team began working on an application that would automate the Paid Search process and allow for the real-time delivery of breaking news stories. Wanting our clients to have more control in this "automatic" process, we instilled the capability for them to interact with our systems and to participate in the design and launch of their Paid Search programs in support of breaking news stories. By giving our clients more control, they are able to choose what relevant keywords they want to buy and what URL they want their visitors to land on, resulting in an increase in relevant traffic.

The IMPAQT

Our media client hit the ground running, launching several B-LINQ (our new solution to our client's time-sensitive goals) campaigns, allowing them to be the first to the market with several breaking news stories. Overall results of the use of the new tool include:

- Over the course of three months, B-LINQ has driven 6,742 clicks and nearly 10,000 page views for our media client since the inception of the tool.
- The CTR of the B-LINQ campaign is an astounding 4.12%. A great number given the amount of competition and searches related to breaking news stories.
- The average CPC for a B-LINQ campaign is \$0.45 - an extraordinarily low number when comparing to the other campaigns we are running for our client. This is due to getting an ad up quickly while traffic is high and competition is low.
- 67% of visitors coming through B-LINQ campaigns are unique.