

Creating a Successful Paid Campaign Using Non-Branded and Branded Terms

CASE STUDY: RETAIL

IMPAQT began Search services for a large and nationally recognized retail clothing store that had no prior experience with direct response SEM campaigns. Building direct response campaigns from the ground up (without any historic data) can be intimidating. However, our past campaign successes and flexible customization helped us effectively test the best strategic balance for the company's branded and non-branded avenues.

Question:

How could IMPAQT create a branded and non-branded campaign without historical data?

Revelation:

After heavy industry and keyword research, a comprehensive list of keywords was distributed into the following (simplified) campaign structure:

We knew that the brand name was highly recognizable and expected high branded campaign performance, but still had to test a large volume of non-branded terms for effectiveness. Due to the number of keywords and the onset of holiday season, the campaigns received a frontloaded budget for the first month. During this month, the account team closely monitored all keywords in order to identify top performers and non-performers for further campaign structuring.



In the absence of historical data, keyword selection would have been a shot in the dark without this month of data monitoring and analysis. When analyzing the data, we were not surprised to see a high ROI for branded terms. Still, we were able to further optimize the branded terms by breaking out top performers and re-allocating budget based on our findings. As a result, we were able to find the optimum branded keyword performance and concentrate on allocating a higher budget to the non-branded, top performing terms. The non-performing direct response keywords were eliminated. This allowed the top performers (or those keywords with an ROI greater than 1) to receive a larger share of the budget for optimum campaign performance.

The IMPAQT:

Because of the campaign restructure and resulting budget allocation, our client saw incredible success for both branded and direct response campaigns across the variety of KPI's tracked - including Average CPC, CTR, Cost, Orders, Revenue, and ROI. Not only was there an increase in Revenue, ROI, and Orders, but the actual Revenue/Order was fifty dollars higher than the previous year. The new customers reached through the direct response advertising actually purchased more than those shoppers who were buying only on branded terms the year before.