

Strategic Holiday Planning to Improve Paid Search Performance

CASE STUDY: RETAIL

IMPAQT acquired our first Retail client during the infancy stages of Paid Search Marketing. This partnership supplied us with invaluable knowledge on the growth of the Retail Industry, as well as knowing what strategies will have the most impact on campaigns. When we took over their Paid Search initiatives, we were tasked with planning for the upcoming holiday season. New to the Retail Industry, IMPAQT researched our client's historical data along with industry trends to plan a profitable Search campaign.

QUESTION:

What strategies would IMPAQT use to create a successful Holiday campaign for our first Retail client?

REVELATION:

One of the first strategies we used to improve their Paid Search campaign was to participate in MSN's Pilot Paid Search program. This retail client was IMPAQT's first account launched within MSN, so this was a test we hoped would prove a success. We also created targeted keyword lists to support the holiday season and new products launched in October. In order to trigger faster, more direct customer buying, we revised landing page assignments and used targeted creative. We executed numerous ad copy optimizations to support seasonal promotions (such as free shipping). Additional solutions included targeted budget allocation, as well as ongoing ad testing to increase performance/visibility, and ultimately revenue.

The IMPAQT:

Although this was our first foray into the Retail space, our client's holiday campaign was an overwhelming success. We tripled their Q4 revenue numbers from the previous year (totaling more than \$1.4 million) due to campaign strategy and execution. Launching in MSN proved beneficial as well, achieving a substantial return on investment.

Because of our early successes, our client increased their Paid Search budget. The following holiday season showcased our learnings from the previous year. Although our client increased their goals for IMPAQT, we exceeded their expectations for the second year in a row. Program successes included the following:

- Increased revenue by over 60%
- Increased orders by over 50%
- Increased impressions by 67%, while maintaining CPC

Throughout our continuing relationship with this client, we have faced a number of hurdles common to companies in this industry. IMPAQT has quickly adapted to the dynamic nature of Retail, responding to frequent URL updates, new product launches and promotions, and inventory updates with little advanced notice.

Remaining proactive, we continue to strategize new ways to improve the performance of our client's campaign. Examples include intense landing page testing to improve conversion rates and incorporating predictive analytics for trends and forecast data. Additionally, since this client operates brick-and-mortar stores in malls across the U.S., we plan to incorporate strategies that will track offline purchases influenced by online marketing tactics.

