

Increasing Sales with Paid Search for a Multi-Brand Company

CASE STUDY: RETAIL

Originally enlisting IMPAQT as their Organic Search vendor, this well-known retail cosmetics company was persuaded into conducting a Paid test campaign in conjunction with their existing SEO initiatives. The client's site featured thousands of brands. In addition, the company's focal brand was a trademark protected term in Google, and without current permissions, IMPAQT would be unable to use the term in any keyword buys on this engine.

QUESTION:

How could IMPAQT create a targeted PPC campaign for a multi-brand company whose focal brand was trademark protected in Google?

REVELATION:

Our approach to developing a list of targeted brands for this campaign was multi-tiered, but most importantly, it involved the active participation of both IMPAQT and our client. Supplied by our client with list of brands currently sold on their site, IMPAQT conducted a thorough analysis involving search volume comparisons, current revenue generation, prestige of brands (designer/high-end), as well as an in-depth look at the search funnel for each brand of terms. After careful analysis and comparison, IMPAQT delivered a list of over 70 recommended brand targets that was scaled down by 30% for the initial campaign roll-out.

To overcome the trademark restrictions in Google, IMPAQT created targeted, descriptive ad copy specific to a segmented keyword. Our granular segmentation would supplement our inability to use the branded term in our keyword buys.

The IMPAQT:

Because of our work on the campaign, the client:

- Saw dramatic results just one month into the test campaign, including
- Over \$68,000 in online sales, with \$27,600 from the trademarked brand
- 4.45% overall click-through rate and 5.78% in Google (despite trademark restrictions)
- Extended their campaign into the holiday season
- Increased their budget by 125%

