

Are you working with the Right Search Vendor?

CASE STUDY: RETAIL

As an early adopter of integrating Search into the marketing mix, one of the world's most recognized names in premier jewelry had hit a long period of diminishing returns in their Paid Search campaign. After initially seeing a significant ROI followed by a dramatic decline, the luxury goods brand's trust in the long-term effectiveness of Search was shaken. Not ready to throw in the towel, the brand decided it was time to re-evaluate their Search vendors and to develop a plan on how to get back on track with their Paid Search campaign.

Question:

How could IMPAQT re-instill the luxury good brand's confidence in the value of Search and salvage their flawed Paid campaign?

Revelation:

After coming to the conclusion that a hands-on approach to their Paid campaign might be the ticket to once again reach a high ROI, the premier jeweler selected IMPAQT as their new Search vendor based on our level of client care and attention and our ability to provide savvy solutions. Knowing the level of our new client's brand-consciousness, our first recommendation was to reorganize their Paid campaign structure to include keyword research and the use exact and phrase match over broad match. We expanded their list of branded terms from 1,000 keywords to nearly 3,000 and then switched from broad match to exact and phrase match in order to lower CPC's and increase relevant clicks. By doing this, we were able to cut CPC's in half on branded terms - giving us 100% visibility at position 1 during the entire day. This helped to create excess budget for testing on non-branded terms. We were able to identify and test an additional 3,000 non-branded terms because of the savings on branded terms.

Additionally, we worked closely with both the client's legal and brand approval departments to develop multiple messaging in their ad copy and to ensure that all messaging was in line with their specific standards. For instance, the luxury good brand offers free shipping periods but to stay in line with their branding, did not want to use the term "free shipping" in the ad copy, although the term proves to yield increased conversation rates. IMPAQT worked around the client's request and bought the term "complimentary shipping," which performed exceptionally well. Cross-messaging, expanded keyword sets, and IMPAQT's close attention to detail saved the luxury good brand's PPC campaign.

IMPAQT:

Since taking over this campaign over a year ago, we have achieved the following results:

- Increased revenue from Search by 21 million, year over year (32%)
- Increased ROI by 135% (12.03 to 28.36)
- Increased Click-throughs by 80% year over year

