



Improving Efficiencies through Match Type Control

[Case Study]

Summary

By using eSearchVision's Match Type Control & Negative Keyword methodologies in combination with our unique reporting and automated campaign analysis tools, this leading consumer electronics retailer saw a 59% improvement of Return-On-Ad-Spend (ROAS) in less than 90 days.

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Client Profile

Leading Consumer Electronics Retailer

Objective

Aggressive revenue and growth goals called for more cost effective customer acquisition. The main objectives were to increase the Return-On-Ad-Spend (ROAS) by at least 40% while simultaneously increasing the number of orders.

Challenge

The client's campaigns were managed by their traditional marketing agency. With almost complete reliance on brand terms, the previous agency's approach was to grow the keyword list to generate more traffic; however the entire paid search program lacked match type control and continued to rely heavily on broad match and branded terms.

Initial Analysis

eSearchVision performed an analysis of the search campaigns prior to bringing the client on board in order to present a tailored solution to meet their objectives.

With little match type control over traffic - most of it coming through Broad match (see **Figure 1A**) - the majority of their orders were brought in through Broad match (see **Figure 1B**) at a high CPC.

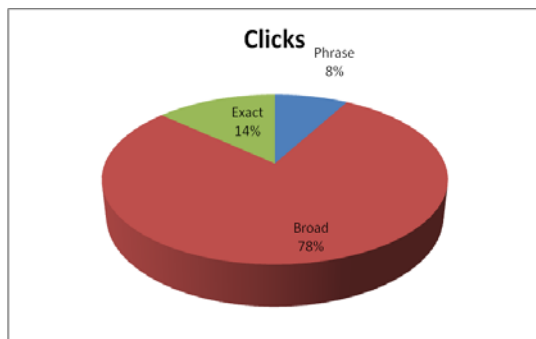


Figure 1A: Pre-Optimization Click Analysis

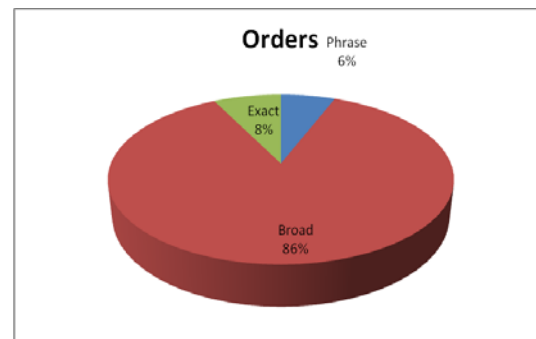


Figure 1B: Pre-Optimization Order Analysis

Without proper match type control and negative keyword management, the quality of the traffic was low. This not only resulted in paying for underqualified clicks, but also negatively effected the Quality Score due to low relevance.

Solution

Understanding that the right bid will only take a search campaign so far, eSearchVision found key areas of improvement in the structure of the campaigns to improve the Quality Score/Index. The initial focus was on match type control and improved negative keyword management.

Results

Using eSearchVision’s Best Practices, the search campaigns saw a swift change in performance. Strategically controlling traffic through match types improved relevancy and lowered CPCs for Exact match by almost 50% after only 30 days.

eSearchVision was able to dramatically change the landscape of the client’s traffic, thus increasing efficiency by reducing CPCs. Initially, over 78% of the client’s traffic came from Broad match keywords. In less than three months, eSearchVision migrated the majority of the client’s traffic to Exact match keywords (see **Figure 2A**), resulting in much lower CPCs. A direct result of bringing the majority of orders in through exact match keywords was a drastic reduction in cost per acquisition.

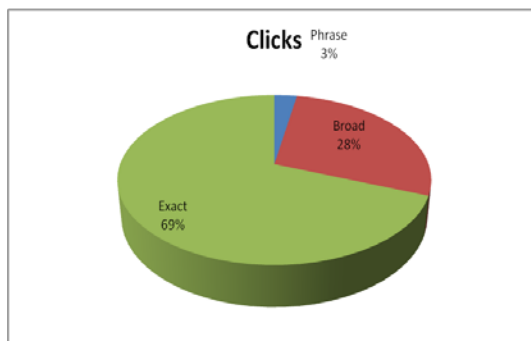


Figure 2A: Post-Optimization Click Analysis

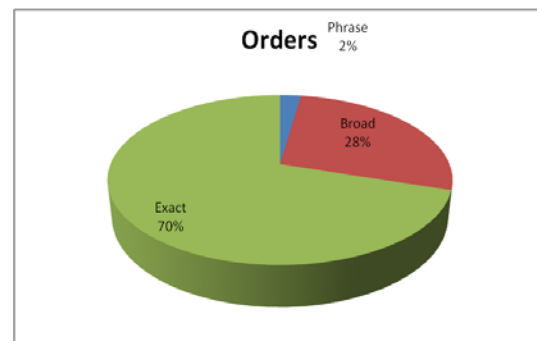


Figure 2B: Post-Optimization Order Analysis

eSearchVision was able to lower overall CPCs by 37% and increase ROAS by 59% (see **Figure 3A**) in less than three months. Continuing to increase ROAS and total orders remain the main focus. After two years with eSearchVision, a look at overall Year-over-Year performance shows a 25% increase in revenue-per-order and over 40% increase in total orders.

	Before		Month 3
CPC	\$0.61	↓	\$0.38
ROAS	20.63	↑	32.81

	2007		2008
Rev/Order	\$379.87	↑	\$474.31
Orders	680,741	↑	974,953

About eSearchVision

eSearchVision is a search engine marketing agency and global technology company used by many of the largest brands across the world. Continuously refined and improved by a team of engineers working hand-in-hand with quality-score expert account managers, the eSearchVision platform is at the forefront of paid search management technology. We offer both licensing of our platform and full agency support.

The eSearchVision platform is the most comprehensive paid search management platform currently available to marketers. It combines tracking, reporting, and bid management on one platform alongside a suite of power-tools such as automated campaign analysis, mass updates, catalog methodology, raw request, etc. eSearchVision is a vital tool for any paid search marketer trying to leverage maximum benefit from paid search.

eSearchVision's Account Management team offers world-class service with industry know-how, dedicated attention, and quality score expertise. We believe that we are an extension of our clients' team which means we can handle all the details from account structure to quality score management without ever losing the big picture.

Appendix A - Glossary

Match Type – Depending on the Search Engine, there are different keyword matching options, each specifying a how the search query triggers the keyword purchased. Some match types offer a broad audience impression while others are more targeted.

Negative Keyword – Additional Match Type preventing an ad from displaying for search queries containing this term.

Quality Index – A relative measure of your ad's performance. The quality index takes into account the click-through rate and other relevancy factors.ⁱ Quality Score is a Yahoo-specific term.

Quality Score – Quality Score is a dynamic variable calculated for each of your keywords. It combines a variety of factors and measures how relevant your keyword is to your ad text and to a user's search query.ⁱⁱ Quality Score is a Google-specific term.

Return-On-Ad-Spend (ROAS) – A success metric defined as
$$\frac{\text{Revenue}}{\text{Advertising Costs}}$$

ⁱ Yahoo! Search Marketing Glossary http://searchmarketing.yahoo.com/rc/glossary.php#quality_index

ⁱⁱ What is 'Quality Score' and how is it calculated? <http://adwords.google.com/support/bin/answer.py?hl=en&answer=10215>