

# MotorCycle Superstore - Automations Drive Incremental Revenue and Efficiency

**M**otorcycle Superstore (MCSS) and eSearchVision formed a partnership in early 2010. The MCSS search program is highly efficient – a marriage between product specific, branding, and high volume generic terms. After several months of using eSV to manage their program in-house, MCSS reached out to the eSV Creative & Analytics team to devise a **custom bid management solution to effectively and efficiently manage the program** to hit a universal return on ad spend goal.

With several hundred thousand terms under management, it is virtually impossible to ensure all terms are appropriately managed. Moreover, different types of terms convert at different return on ad spend figures. Such an account will not perform if forced into a single bid algorithm.

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As a result, the C&A team broke the MCSS account into **dynamic keyword clusters based on performance and traffic**. Clusters generating a statistically significant amount of data at the keyword level were placed on **logical rules based algorithms** in conjunction with keyword level day-parting designed to maximize click volume at times of the day/week proven to drive clicks which convert (either immediately or latent). Keyword clusters containing terms which do not generate a statistically significant amount of traffic at the keyword level, were placed into **reactive algorithms** utilizing data aggregation to pool data sets, making keyword level bid decisions using the most granular level data available as a statistically significant data sets are collected.



The **results were staggering**. Control over traffic efficiency allowed MCSS to flip the switch on traffic volume, quickly adjusting for seasonal traffic patterns. **Erick Barney**,

**VP of Marketing** adds, “The eSearchVision automation suite has given us a level of comfort in the paid search environment which we had previously never enjoyed. Coupled together with their commitment to customer service, **we have never looked back on our decision to engage in a true partnership with eSV.**”

## About Motorcycle Superstore [www.motorcycle-superstore.com](http://www.motorcycle-superstore.com)

No matter what style of motorcycle you ride, Motorcycle Superstore has the gear you need. Motorcycle Superstore offers the largest online selection of motorcycle gear, motorcycle apparel, motorcycle parts and motorcycle accessories.

You'll find the guaranteed lowest prices on everything from motorcycle helmets, motorcycle jackets and motorcycle boots to motorcycle tires, motorcycle luggage and motorcycle covers. Offering free shipping options, safe and secure ordering, and no hassle returns, Motorcycle Superstore is the web's premier motorcycle outfitter.

## About eSearchVision [www.esearchvision.com](http://www.esearchvision.com)

eSearchVision is a full-service, enterprise search engine marketing technology platform. eSV offers a wide array of cutting-edge products including their proprietary bid management suite, catalog management, and Data Feed – the only way to completely automate a paid search campaign through full integration with advertisers product catalog. The eSV consulting team features best in class service from a results driven team of Google certified professionals.

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