



BETTER THAN THE BEST

ICROSSING'S AWARD-WINNING SEARCH WORK FOR KIDDICARE MEANT EVEN TOUGHER TARGETS FOR 2008

OVERVIEW

Kiddicare is a baby products and accessories retailer driving 80% of its sales via the web. iCrossing UK has successfully managed paid and natural search campaigns for Kiddicare for a number of years, winning the Revolution magazine award for search campaign of the year in 2007.

However, with increasing competition and substantial investment in new website features, distribution and warehousing, Kiddicare was looking for an even bigger uplift in online sales and brand awareness.

Meanwhile, growth in the number of stocked items meant that the campaign was becoming more complex, and an advanced strategy was required to improve site visits and conversions, without impacting on the overall cost per order (CPO).

Given the effectiveness of the existing paid search strategy - as well as the amount of inventory on the Kiddicare site - iCrossing and Kiddicare had to focus on deeply advanced search techniques and innovations to meet the new objectives for 2008.

OBJECTIVE

For 2008, Kiddicare set new, even tougher objectives to improve its business:

1. Drive new customer acquisitions at a CPO of £7 or less
2. Increase demand for the Kiddicare product range
3. Distinguish Kiddicare in a saturated market place
4. Provide synergy with the client's TV campaign

STRATEGY

The strategy was all about focus and highly advanced monitoring of the paid search results of both Kiddicare and its competitors using the best-converting search terms. Search term research was developed using linguistic profiling to identify the language and

terminology target customers were using around related products.

Merchantize

Technological innovations developed within iCrossing were introduced. First was Merchantize, iCrossing's advanced search management system, which combines a best-of-breed bid management tool with advanced analytics and reporting. Data from a Kiddicare Consumer survey was used to run a trial of MSN Demographic targeting, increasing bids for core-target clientele, based on gender, age range and location.

XML product Feed

iCrossing developed an XML product Feed that automatically alerts the assigned Paid Search Analyst to new product lines, removed products and restocked products based on inventory available on the Kiddicare site, by constantly comparing it with a central database that identifies any changes automatically. For products within existing campaigns, individual ad groups are paused and resumed, according to their availability.

By comparing the new file with the database, the system identifies three types of product change: 'new', 'out of stock' or 'back in stock'. Depending on the change, the system then acts in the following ways:

'New' - an email is produced detailing all the information the agency needs to create a new ad group in the PPC campaign system, including product type, description, model, price and destination URL

'Out of stock' - the specific ad group relating to that product is paused automatically by matching the unique product code with the ad group in Google Adwords

'Back in stock' - the specific ad group is re-enabled in the same way

NATURAL SEARCH

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WEB DEVELOPMENT

ANALYTICS AND INSIGHT

The client's affiliate network manager was also notified of any brand infringements, in order to reduce CPCs

TV Campaign

To meet the TV campaign objective, bids were increased on those products featured in the client's TV campaign to ensure maximum visibility. Geo-targeting was used to target those areas being reached through the TV advertising. Extra terms, ad groups and copy were created to support the promotion of the client's domain and 6 featured products. Each product was given its own campaign, containing both brand and specific product terms, aiding both budget allocation and optimisation.

Competitor monitoring via Adgooroo identified, for example, that Mothercare had increased visibility on core Pram terms - bids and terms were adjusted accordingly. Hitwise was used to monitor referring terms and Adgooroo to police brand bidding and to highlight rogue affiliate activity. Focus was placed on high-value products such as prams with relevant creative built and price points trialled to aid CTR and reduce CPCs.

RESULTS

iCrossing began the new strategy on Kiddicare's paid search campaign in January 2008 and, in the first month of use, average cost per order dropped by six and a half times, from £83.49 to £12.76. By September, it had dropped to £7.81.

Meanwhile, average conversion rate from click to purchase increased in February more than six times, from 0.34% to 2.14%. In September, it stood at 3.12%, more than nine times higher.

Since May 2008, the campaign has produced an ROI of 10 times investment or more without fail.

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