

Most Effective Search Engine Marketing Program

Ice.com Case Study by BeyondROI®

Target market:

Consumers that are individuals interested in affordably priced high quality, name brand, jewelry (rings, necklaces, earrings, bracelets, pendants, watches etc.). Target consumer is primarily females 25-35 years old.

Situation and background:

Ice.com is committed to providing customers the best value, quality, service and selection of diamond, pearl and gemstone jewelry in the world.

While Ice.com already had a comprehensive and diversified online marketing program, there was a potentially untapped area to test that could help it achieve additional exposure and revenue on the Web. This untapped area was Yahoo's paid inclusion program called Search Submit Pro.

Internal and technical challenges:

Ice.com's knowledge and strategy of Paid Inclusion was basic, limiting monetization of their on-line storefront in this area.

With more than 5,000 online products for sale, Ice.com wanted to ensure that time-sensitive data in its search listings (e.g. new products) stay up-to-date and products no longer in stock were removed.

Ice.com preferred not to pass back and forth "data dumps" to a third party, which is typically part of the process in leveraging Paid Inclusion.

Ice.com also was looking to somehow validate their internal analytics and tracking software was providing accurate data. Ice.com was looking for a third party independent tracking of visitors, conversions and return on advertising spending (ROAS) statistics for comparative purposes.

Ice.com could not measure the effectiveness and success of online marketing efforts to very specific levels of detail. This includes:

- ROAS by URL
- ROAS by Product
- ROAS by Day/Week/hour
- Consumer response to creatives
- Demographics
- Geographics

The Company did not know where to find robust tools or expert copy writers to help them develop and manage a Paid Inclusion program internally and their marketing and technical staff was fully committed to other projects.

Program Goal:

Ice.com retained BeyondROI to help develop a winning Paid Inclusion strategy. The following goals were determined:

- Increase online presence in Yahoo! natural search results for all product offerings to ultimately acquire more sales with an agreed upon ROAS metric
- Being able to effectively review and oversee campaign in aggregate and in detail to ensure a positive ROAS through a real-time tracking system.
- Have the ability to pull and push new and seasonal products into the search results in a timely fashion
- Being able to measure consumer response to campaign creatives

The following search marketing services were agreed to be implemented to meet and exceed Ice.com's goals with Paid Inclusion:

1. CONTINUOUS CRAWLING and INDEXING - of Ice.com's product and category pages into the Yahoo! Search Submit Pro program
2. CONTROL - Control over the verbiage of the ads title and descriptions (instead of hoping spider retrieves meaningful ad creative)
3. TRACKING - Knowing detailed statistics for this specific campaign as mentioned above
4. MULTI-FACETED CAMPAIGN MESSAGING - Same messaging theme for paid inclusion creatives as with their rich media and sponsored ads

Implementation:

After a meeting of the minds, BeyondROI seamlessly crawled Ice.com's site to gather data for relevant product pages to promote into the Yahoo index. The initial test strategy was to choose a limited number of category and competitive product pages to be indexed for this product offering. Ice.com wanted to focus on hot market categories and products such as Jewelry, Rings, Necklaces, and Watches.

BeyondROI then developed a consistent messaging pattern with a strong call to action for those categories and specific product offerings by each specific page. The final and critical piece of the pre-campaign test was when Ice.com placed and tested BeyondROI's tracking code on its site to validate visitors, conversions, sales amount and ROAS statistics.

Ice.com also wanted their campaign creatives to attract their target consumers to their website, and specific products, while drawing attention to various holiday's and events throughout the year.

Solution:

Taking the viewpoint of the client's needs, coupled with its experiences and data needed to accurately monitor and maintain a campaign, BeyondROI used their proprietary analytics program BeyondTracking™, with enhanced features that allows monitoring campaigns on extremely precise ROAS measurements. With sophisticated tracking in place BeyondROI's copy write team set forth to develop creatives that spoke to the consumer while highlighting upcoming holidays and events. These creatives are rotated using A/B testing at predetermined dates as demonstrated via example below:

(Valentine's Day – January)

Valentine's Day Jewelry Online at Ice.com

Take her breath away this Valentine's Day with jewelry from Ice.com. Save on jewelry and watch fashions designed by Bulova, Joya, Skagen and other name brands.

(Mother's Day – April)

Family Jewelry at Ice.com

Show Mom you care this Mother's Day with Family Jewelry from Ice.com. Customize family rings, necklaces, pendants, and more, with a stone for each member of your family.

(Neutral Winter Holiday – November)

Jewelry Online at Ice.com

Unwrap a heart felt smile this Holiday with jewelry from Ice.com. Save on jewelry and watch fashions designed by Bulova, Joya, Skagen and other name brands.

(Please note that other creatives, both holiday/event specific as well as general, are rotated in at other appropriate times, and adjusted as needed, to improve consumer response and ROAS.)

Empowered with endless possibilities for successful campaign and creative management we collaborated with Ice.com to demonstrate what we would be providing for them.

Pleased with what they would be able to monitor and measure, and the creative strategies that would be employed, Ice.com's marketing and technology teams could now focus on their core strengths with internal systems, and simply oversee the success of the Paid Inclusion efforts.

Results:

Ice.com has become well recognized in Yahoo! with high search listings that yield profitable results year round. Their target ROAS goals have been exceeded as presented below:

1. Paid Inclusion – Specific product pages are listed in top positions in the natural sections of Yahoo! AltaVista and AllTheWeb (just type in “jewelry” in Yahoo position #3 as an example).
 - Pages that are performing well are modified by BeyondROI’s production team to increase rankings while other pages that may not be meeting ROAS goals are being taken out of the feed.
 - New product pages are indexed into the feed and listed within 48 hours.
 - Notable visitor and ROAS increases are evident following creative changes for upcoming holidays and events.
 - ROAS results are 2,210% for Q4 with ROAS spikes exceeding 3,500% following creative changes
2. Target Consumer – While others outside of Ice.com’s target consumer base do purchase, the largest portion of their online sales demographic is attributed to females 25-35 years of age.
3. Tracking – Ice.com has real-time reporting that lets them have views from a high-level all the way down to detailed levels that are available 24 hours a day which allows them to easily determine the success of the creative changes.

BeyondROI’s ability to monitor campaign success and failures down to very detailed levels has allowed Ice.com’s the ability to provide a Paid Inclusion campaign that far exceeded its original goal.

BeyondROI supplies the precise search phrase that resulted in a conversion, so Ice.com may use on other related media campaigns.

BeyondROI provides geographical and demographical data of visitors through the program so that Ice.com can now focus on local cross-marketing efforts such as local and age targeting for other advertising mediums

Next Steps:

Continuous tweaks are made to the Paid Inclusion XML feed based on data retrieved from search and conversion results. Now the focus is on:

- Optimizing broad and specific hot market merchandise products and terms
- Crawling the site and updating the index for constant freshness of new product offerings
- Putting emphasis on promoting products in season
- Monitoring data to increase specific and overall ROAS • Additional creative rotation based on consumer response and ROAS metrics