



Case Study //
SEARCH

Boden More Than Doubles Return on Non-brand Terms with Coremetrics Search Agency ServicesSM

Boden is one of the fastest growing direct order companies in the United Kingdom and the United States. Founded in 1991 by Johnnie Boden, who was inspired by the high standards set by U.S. mail order companies, Boden filled a gap in the U.K. market for competitively priced, well made clothes designed with a sense of style and delivered directly to the customer's door.



Challenge

Boden has been running a comprehensive Pay-Per-Click (PPC) program using a range of search engines since 2004. In July 2007, the company introduced Coremetrics SearchTM, with the goals of improving the return on non-brand search terms and increasing the contribution those terms had to overall sales. The challenge Boden faced was to manage all the campaigns, while maximizing the Return On Advertising Spend (ROAS).

Having previously calculated ROAS by analyzing the search engines individually to access cost data, then reconciling it and calculating it against return information, Boden was looking for a product to manage its campaigns more efficiently. Ultimately it needed a solution that could provide reliable, valuable measurements, and make adjustments to the campaigns quickly and easily. Boden wanted something that was easy to manage, but that delivered trustworthy and useful data that could be used to tailor the campaigns.

In addition to improving the return on non-brand search terms, Boden also wanted the PPC program to increase new customer acquisition and conversion as well as improve brand awareness.

Solution

After reviewing several options, Boden selected Coremetrics Search to measure and manage its PPC program. With Coremetrics Search, Boden is taking advantage of automatic processes

such as tagging and bid management, which reduces the level of investment required from the IT team. It also means that the marketing team can react more quickly and take advantage of market opportunities as they arise on a daily basis. With a unique integrated view of key actionable metrics, Boden is able to easily measure performance up to the key word level, including campaign, ad group and ad text. That means they know their ROAS, conversion rates, and new customer sales at each level of their PPC program.

Coremetrics Search application also integrates the data from all of Boden's search engine sources, placing the information in one central location. Every action that needs to be completed to refine the PPC program

"You can't chase what you can't see. With Coremetrics Search we have end-to-end visibility of our search program, from vendor impressions and exact search queries, to site conversions and bounce rates, plus the tools to find, capture and control the long-tail of our market."

—Online Recruitment Manager
Boden



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(for example, changing keywords, ad text, landing pages, etc.) can be implemented from the Coremetrics interface. Essentially, this means that Boden doesn't have to use multiple services or monitor multiple sources of information—all of the data needed to make decisions and all of the tools needed to implement them is available from the Coremetrics interface.

Boden's PPC program is now much easier to manage—operating all search engine activity from one interface that makes reporting much quicker. It also means that any changes that are required can be made from the same interface and activated instantly, ensuring that the campaign can be updated in real time.

Results

The implementation of Coremetrics Search has provided Boden with a solution that delivers accurate reporting and the ability to tweak the PPC campaigns quickly and easily. It has enabled the company to monitor its activity in real time and make positive changes, maximizing the effectiveness of the online marketing budget.

Boden has seen sales from non-brand search terms increase by 125%—more than doubling since the implementation. The non-brand ROAS has been increased by 16% which has made a significant difference in the profitability of non-brand search terms as a standalone acquisition channel.

This increase means that customers who weren't necessarily looking for Boden products nevertheless bought from the site. Those new customers have ultimately become brand-aware and are more likely to become repeat customers, allowing Boden to further leverage its brand strength.

To learn more about Coremetrics or to schedule a demo, please contact your account representative. Call 1.866.493.2673 or visit coremetrics.com



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