

Are your clicks speaking volumes?

After realising that their paid search results had plateaued, online audiobook retailer Audible.co.uk, appointed Greenlight to revive stagnant sales figures through a dynamic paid search strategy. Greenlight's Pay Per Click (PPC) campaigns successfully targeted the niche search volume that Audible's market offered and maximised return.

Greenlight's approach proved far more efficient than the existing strategy and resulted in extremely impressive levels of return for Audible. The expertly planned and closely managed campaigns increased search volume by 344%. In the space of 6 months the average number of impressions shot up by an incredible 1,462%; while a look at year on year conversions showed a 78% increase and cost per acquisition targets were beaten by 60%.

These outstanding results combined with Greenlight's premium client services make this PPC project a shining example of how paid search should be executed and just how effective it can be for niche products and services.

“Greenlight's professionalism and passion for what they do shine through. They confidently consult around all elements of online marketing, from banner advertising through to Google's content network, which has opened up a new marketing stream for Audible.co.uk. Our new PPC campaigns have without doubt contributed to making us the leading audiobook retailer in the UK and allowed us to carve a profitable niche in the otherwise static book retail industry.”

Louis Wahl
Marketing Director
Audible.co.uk

audible.co.uk
audio that speaks to you wherever you are

Objectives

- To increase search traffic by 160%.
- To lower cost per acquisition (CPA) by 20%.
- To incorporate at least 40% of inventory in Google's search listings.

About Audible.co.uk

Audible.co.uk is a wholly-owned subsidiary of Audible Inc. (www.audible.com) the internet's leading premium spoken audio source. Audible.co.uk offers a powerful collection of more than 17,000 audiobook bestsellers and classic audio titles.

Despite being the Apple iTunes Music Store's sole provider of audiobook products, the company was finding that its PPC campaign was no longer achieving significant results and had plateaued. As a new company evangelising a new service, a strong presence in search engine results is central to Audible's success. It needed a search partner who could find new ways of reaching customers through search and would optimise the campaign on a regular basis.

Following a competitive pitch, Greenlight was appointed in February 2007 to transform Audible's PPC campaign by driving traffic to the site and generating positive results.

Background

As an online company reliant on a strong visibility in the search engine listings, it was imperative that Audible's PPC campaign was well targeted. In the crowded online book market, downloadable audiobooks are not an obvious choice for consumers, and so the campaign was tasked with raising awareness and drawing new customers in.

Pre-campaign analysis

To provide a thorough insight into the target market, Greenlight conducted a pre-campaign analysis, evaluating Audible's existing PPC strategy and identifying untapped opportunities. Greenlight's analysis showed that Audible's search market was not only very small, but also had a dynamic method of search that changed on a regular basis. Further analysis showed Audible's previous campaign had lacked the control required to successfully target such a niche market.

Implementation

Greenlight was intent on aggressively ramping up Audible's positioning and visibility in the top search engines. To meet the challenge, Greenlight's team of experts devised and implemented a better controlled, expanded PPC campaign that maximised every opportunity offered by Audible's niche target market.

Audible's previous PPC approach employed just one basic Google campaign. Greenlight realised that this strategy was insufficient and immediately implemented 22 dynamic campaigns in Google, 22 campaigns in Yahoo, which subsequently ran in the new Panama platform, and also ran campaigns at maximum capacity in MSN.

Another important strand to the campaign was to activate a secondary Google account to target Google content only. This incorporated all banner and image campaigns.

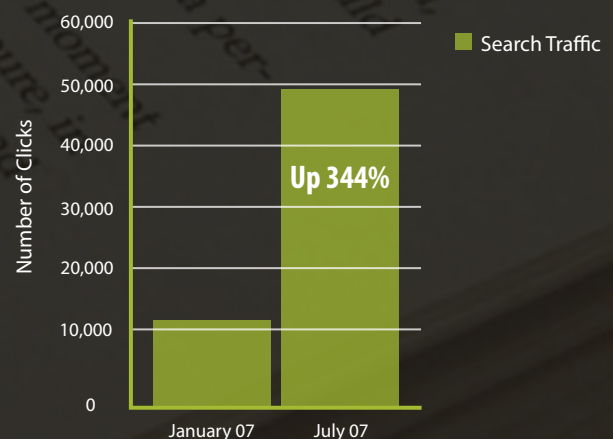
Results

Greenlight's PPC strategy successfully targeted Audible's niche market to extract as much search traffic as possible. The company has maintained the top positions within paid listings, across all the search engines for priority keywords. The new PPC approach is considerably more efficient and has resulted in extremely impressive levels of return for Audible.

Within the first month, sales had already climbed. This encouraging upward trend remains steady and the campaign shows no signs of being impacted by seasonal factors. July and August 2007, the two most recent months at time of writing, have proved the most successful in the two years that Audible has operated in the UK market.

The numbers speak for themselves:

- Search traffic for Audible.co.uk has sprung from 11,060 clicks in January 2007 to 49,166 clicks in July 2007, an increase of 344% (see chart below).
- Average search volume increased from 1,177,043 impressions to 18,399,251 impressions, an increase of 1,462%.
- Year-on-year conversions increased by 78%.
- Average CPA targets beaten by 60%.



Greenlight continues to work with Audible and future plans include entering the company into Google's mobile network, Google Earth, Google Maps and launching a search engine optimisation (SEO) campaign.

