

SEM ON A GRAND SCALE CASE STUDY

PERFORMANCE IMPACT – A CHANGE IN THE DESTINATION URL

Client X is a photography retailing eCommerce shop that sells cameras, studio equipment and photography accessories.

The Client's online marketing activity is fully managed using the adCore software and the adCore managed service team manages all online marketing activity.

Several weeks after they took over the management of the account, the management team launched a test on a product level campaign that was built with adCore.

Using the adCore software, the test was implemented on the destination URL.

The Control Group:

The original destination URL was set on the keyword level.

Each keyword was given a specific destination URL sending the searcher to the product page.

Original URL	
Product Name	Nikon Coolpix S6400 Silver Digital Camera
Keyword	Nikon Coolpix S6400 Digital Camera
Destination URL	http://www.examplesite.com/nikon-coolpix-s6400-silver-digital-camera.html

The Control Group – Destination URL


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www.examplesite.com/nikon-coolpix-s6400-silver-digital-camera.html

Search



– Brands Digital Cameras Digital CSC Digital SLR Camcorders Accessories Bags Tripods Studio Lighting Binos & Scopes Printers & Albums  Part Exchange –

Nikon Coolpix S6400 Silver Digital Camera



NOW INCLUDES: FREE 3 Year Warranty worth £30

Warranty Automatically added to the Checkout for you!

- Back-illuminated 16-MP CMOS sensor
- Beautifully sharp: the NIKKOR 12x wide-angle optical zoom lens (25–300mm) with ED glass
- Super-slim
- 7.5 cm (3.0-in.) 460k-dot, wide LCD touch screen
- Quick effect mode
- 20 Scene Modes
- Lens-shift Vibration Reduction
- Full HD (1080p) movie with stereo sound
- High-speed continuous shooting
- Wireless transfer



Nikon

See more Nikon Products

SKU: NIKS6400SIL
MPN: VNA190E1

01204 532325 NEED HELP 

● Normally Ships in 1-3 Days

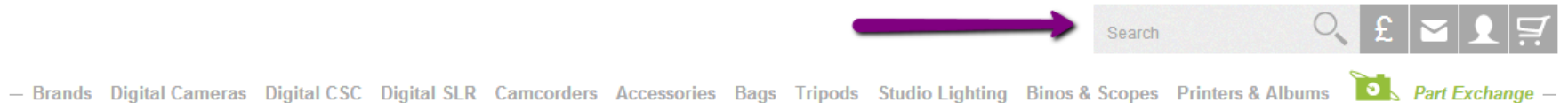
£129.00 inc. VAT

Quantity:

Add to Cart

The Test Group:

The team built specific URLs using the adCore feed data manipulation functionality and took advantage of the client's website search bar.



Manipulated URL	
Product Name	Nikon Coolpix S6400 Silver Digital Camera
Keyword	Nikon Coolpix S6400 Digital Camera
adCore Destination URL	http://www.examplesite.com/catalogsearch/result/?q=[subbrand]-[mpn]

The Test Group - New URL

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Using dynamic fields from the feed, the team used adCore to create a new URL for each keyword. Each sub-brand and MPN combination in the feed created a new URL sending the potential customer to a page with multiple products.

Manipulated URL - Result

adCore Destination URL	http://www.examplesite.com/catalogsearch/result/?q=Coolpix-S6400
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The Test Group – New Destination URL

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The screenshot shows a web browser window with the address bar containing the URL `www.examplesite.com/catalogsearch/result/?q=Coolpix+S6400+`. A purple arrow points from the search bar to the search results. The search bar contains the text "Coolpix S6400" and has icons for search, currency (£), email, user profile, and shopping cart. Below the search bar is a navigation menu with links: Brands, Digital Cameras, Digital CSC, Digital SLR, Camcorders, Accessories, Bags, Tripods, Studio Lighting, Binos & Scopes, Printers & Albums, and a "Part Exchange" icon.

The main content area is titled "Search results for 'Coolpix S6400'". It shows 2 item(s) and a "Show 12 per page" option. The results are sorted by "Relevance".

On the left, there is a "Shop By" sidebar with filters for Category, Colour, and Price. The Category filter shows "Brands (2)" and "Digital Cameras (2)". The Colour filter shows "Purple (1)" and "Silver (1)".

The search results display two items:

- Nikon Coolpix S6400 Silver Digital Camera**: Price £129.00 inc. VAT. Features "FREE SHIPPING" and a "3 YEAR WARRANTY". A "View Offers" button is at the bottom. A note below the button says "Normally Ships in 1-3 Days".
- Nikon Coolpix S6400 Purple Digital Camera**: Price £129.00 inc. VAT. Features "FREE SHIPPING" and a "3 YEAR WARRANTY". A "View Offers" button is at the bottom. A note below the button says "Normally Ships in 1-3 Days".

Comparing the month of June, when the destination URLs were the product page, and the month of July, when the destination URLs were a query page, we can see an extraordinary increase in the conversion rate.

Channel	Campaign	Date Range	Avg. CPC	Avg. Pos.	Conv. Rate	Conv.	Cost/Conv.	Cost
Google™	Digital Cameras API Products - Search	1 Jun, 2014 to 29 Jun, 2014						
		1 Jul, 2014 to 29 Jul, 2014	-4.94%	9.12%	70.69%	0.00%	-44.34%	-44.34%

The results are overwhelming.

The 70% increase in conversion rate is attributed to the new destination URLs.

Results

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Channel	Campaign	Date Range	Avg. CPC	Avg. Pos.	Conv. Rate	Conv.	Cost/Conv.	Cost
Google™	Digital Cameras API	1 Jun, 2014 to 29 Jun, 2014						
	Products - Search	1 Jul, 2014 to 29 Jul, 2014	-4.94%	9.12%	70.69%	0.00%	-44.34%	-44.34%

The reduction in the cost per conversion (CPA) and in overall cost of the campaign by over 44% without sacrificing the number of conversions (delta – 0%) means that media dollars are spent more efficiently and that the campaign's return on investment is much greater.

Thank You!

