

Online marketing service BuyerZone increases conversions by 127% in just one year with the Google Display Network.



About Buyer Zone

- www.buyerzone.com
- Waltham, Massachusetts
- Online marketing service that connects buyers and sellers

Goals

- Increase ROI from online advertising
- Increase volume of leads
- Measure the effectiveness of advertising messages and focus on top-performing sites

Approach

- Developed AdWords display campaigns for use on the Google Display Network
- Used Google's Placement Performance Report to measure which sites performed best and which creative drove the most conversions
- Adjusted campaigns to target high-impact sites with effective messaging

Results

- Increased conversions by 127% in one year
- Lowered cost per acquisition making it possible to expand offerings to include consumer products

Even as a teenager, Devon Regan knew he wanted to work in marketing. Today he's an online marketing manager for BuyerZone, an online marketing service that connects buyers with peer-reviewed sellers. If a company is looking for a new phone system, for example, BuyerZone can save the company time and money by connecting it directly with sellers that best meet its needs.

Getting creative with display

"The main thing that drew me to marketing was the use of strategy, finding a way to win business," Devon says. When he joined BuyerZone, the company was successfully using Google AdWords™ text ads to advertise its services, but Devon wanted to make sure he was making the most of BuyerZone's investment in online advertising. "Our pay-per-click search campaigns with Google were already mature, so I started researching other opportunities."

Devon found that BuyerZone hadn't had much success yet with display ads. After reading about trends in display advertising, he saw room for growth with the Google Display Network. Comprised of hundreds of thousands of high-quality websites, news pages, and blogs that partner with Google to display targeted AdWords ads, the Google Display Network offers various pricing options, including cost-per-click (CPC) and cost-per-impression (CPM). "With the Google Display Network," Devon says, "we could choose to use a CPC model rather than a CPM model. For companies like us who are ROI driven, it made a lot of sense."

Watching the numbers climb

To start his first display campaign, Devon began by simply copying the top two ad groups from BuyerZone's existing text campaign and adding images to them. After the initial display campaign rollout in May 2008, Devon saw promising results. Each month he expanded the number of new ad groups and began seeing huge increases in conversions and traffic. By steadily adding display ads to its marketing program, BuyerZone increased its conversions 127 percent from 2008 to 2009.

BuyerZone also continues to use text ads on the Google Display Network. Devon says that the performance of the company's text campaigns has remained constant even in this weak economy, "which is impressive."

Testing, measuring, optimizing

Following these strong results, Devon started exploring how he could use different tools to optimize his campaigns. By using Google's Placement Performance Report, Devon is able to identify the sites that are driving conversions and those that aren't. He's then able to dedicate more budget to sites that work well, and "trim the fat" by excluding those that aren't producing results. "If we're not driving any revenue from them, we cut them out," says Devon. "That's been one of the greatest tools for us, optimizing the network and keeping our cost per acquisition down. Using Placement Performance Reports has been key in helping us increase our ROI."

Since BuyerZone represents hundreds of distinct products and services, Devon has now created an extensive library of over 400 display ads, each targeting a specific product or service category. And his up-front investment has paid off down the

About Google AdWords

Google AdWords™ is a performance-based advertising program that enables businesses large and small to advertise on Google and its network of partner websites. Hundreds of thousands of businesses worldwide use AdWords for text, image, and video ads priced on a cost-click (CPC) and cost-per-impression (CPM) basis. Built on an auction-based system, AdWords is a highly quantifiable and cost-effective way to reach potential customers.

For more information visit:
www.google.com/adwords



Devon Regan, BuyerZone Online Marketing Manager

About the Google Display Network

The Google Display Network offers text, image, rich media, and video advertising on Google properties, YouTube, and millions of web, domain, video, gaming, and mobile partner sites. From mass media to niche sites, advertisers can find the most engaged audiences, place ads on the most relevant pages, and achieve performance at scale through our innovative targeting technology. Using our tools, advertisers can build ads, measure results, optimize campaigns, and expand their advertising reach to specific audiences all over the web.

For more information visit:
www.google.com/displaynetwork

line. “If we change a piece of creative in the Google Display Network, I can instantly see how things are doing,” Devon explains. “It’s a really open test bed – if you have ideas or theories, you can test those on the fly and get instant results; that’s really satisfying.” Devon has used what he’s learned from testing different messages and display ads on the Google Display Network to create campaigns across a variety of marketing channels.

Heating up the product line

The Google Display Network is now a central part of Devon’s online advertising strategy. It’s also made it possible for BuyerZone to add consumer products such as hot tubs to its line of business offerings. Previously the profit margin on a cost-per-click campaign was too tight, but the targeting and flexibility of the Google Display Network now help make those categories viable.

“Advertising on the Display Network has been so successful that we’ve started to consider categories we wouldn’t have before. When we look at forklifts, bulldozers, and photocopiers, the next logical category is probably not hot tubs; but there are buyers out there looking to compare prices on expensive products. And because we can now be extremely targeted in how we market, and because we’re seeing exceptional conversion rates on the Display Network, hot tubs are quickly becoming one of the best performing categories.”

