

Problem =

- Abel & Cole had limited experience using PPC and were finding it difficult to recruit new customers and understand the lifetime value of customers recruited online.



Challenge =

Equi=Media had to devise a cost efficient PPC strategy to enable Abel & Cole to compete with established, national brands, drive volume, quality leads to their website and convert prospects to customers cost efficiently.

The strategy needed to balance volume driving generic search terms with market specific, high conversion terms.

Our approach =

- Equi=Media used PPC to target areas where door drops were not performing to ensure marketing efforts were integrated across media channels.
- Equi=Media devised the strategy 'be national, act local'. Geo targeting and location search terms were used to raise awareness of Abel & Cole in specific areas that complemented distribution areas.
- Longtail search term analysis was used to identify the most efficiently converting search terms. E.g. 'Organic vegetable home delivery' was more likely to convert than 'organic food', and would cost less per click.



The result =

- Click-through rates are up, suggesting that a more relevant market is now being targeted, resulting in a more cost efficient strategy.
- The customers acquired through PPC are not only acquired at half the cost of Abel and Cole's traditional method of door drops, but also spend about 10% more over their lifetime.
- Investment in PPC has been significantly stepped up for future campaigns.