



allergymatters uses Site-Targeting as the 'Cornerstone' of their advertising strategy

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Imed Besaies
Founder



www.allergymatters.com

Founded in 2002, allergymatters was an instantaneous success. Striking a chord with those affected by allergies, allergymatters.com soon caught the eye of the media. Write-ups in a host of national publications followed, from the Daily Mail to Practical Parenting, as the public found a much sought-after resource which provided both valuable information and a range of helpful products for a list of health complaints. Indeed, it was the allergy experience of husband and wife co-founders, Alison and Imed Besaies, which prompted them to embark on the business. allergymatters.com is now recognised as the number one resource in the UK for its industry.

Besaies describes turning to AdWords, “In my desperation to actually see what we could do to increase the amount of traffic to our website without relying on the peak of the press releases.” Traditionally their website allergymatters.com would receive a flurry of activity in the wake of press exposure but without a high free search listing their business would taper off between media stories. For Besaies, Google AdWords was a revelation. He says, “Instantly the traffic and especially the sales increased. That was the thing that I noticed the most – the fact that everybody who came, came to buy.” Off the back of this success, Besaies decided to formulate his business strategy around AdWords.

allergymatters uses a variety of both online and offline advertising. They treat AdWords as the trade marketing medium for their business. Besaies explains, “Google AdWords is our trade marketing because the ROI is very well known. We know if we pay a certain amount, we get a certain amount of traffic and a certain amount of sales. It's very, very regular.” Their offline ventures are more centred on brand-building. However, a Google approach that they use to complement both sales and brand-building is the content network and, in particular, site-targeting.

Besaies says, “The big discovery recently is site-targeting. We are very much focused on it.” The site-targeting initiative is a natural development of allergymatters' success on the content network where the results were enough to prompt them to “go for site-targeting in a big, big way”. Besaies concentrates his ads on well-renowned sites for health and allergy issues. The spin-offs for allergymatters.com are obvious. Besaies gives the example of his ad appearing on a health site, “Every time somebody reads an interesting article there, they associate it with you.” The potential is huge as advertisers get to decide on exactly which sites they want to appear, leading to both targeted exposure and click-through sales. “We have already been running with a campaign for four months,” says Besaies, “and we see how it can help...This has become a cornerstone of our online advertising strategy.”

allergymatters' balanced use of both search and content advertising has insured that they are now a leader in their field and have received over one and a quarter million targeted clicks through their AdWords advertising. Besaies reiterates, “The quality of the traffic coming from Google AdWords is second to none. I can tell you that with confidence. It's like having a shop. You don't want to have people who only come and look. You don't want a thousand people to call you and waste your time. It's a big, big thing when you know your traffic will have a high conversion rate.” Besaies concludes “All I can say is that it [AdWords] is a system which works, is robust, easy to understand, easy to implement and immediate.”

ABOUT GOOGLE ADWORDS

Google AdWords is the world's largest search advertising programme, currently used by thousands of businesses to gain new customers cost-effectively. AdWords uses keywords to precisely target ad delivery to web users seeking information about a particular product or service. The programme is based on cost-per-click (CPC) pricing, so advertisers only pay when an ad is clicked on. Advertisers can take advantage of an extremely broad distribution network, and choose the level of support and spending appropriate for their business.

For more information visit
www.google.co.uk/ads