



Cool Diamonds use AdWords to build awareness of their high-end brand and dramatically increase traffic to their site from 13,000 hits per month to 5 million

www.cooldiamonds.com

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Michael Einhorn
Founder/Director

Cool Diamonds

Cool Diamonds was founded in 1999 by Michel Einhorn, a fourth generation diamond merchant. With his business partner, he has developed the Cool Diamonds exclusive brand and fostered an enviable reputation throughout Europe. With stores in London and Paris and a thriving online trade, Cool Diamonds is now Europe's largest online based jeweller. And the scale is matched in reputation with ranges from a host of high-fashion names from Versace to Jasper Conran to Vivienne Westwood. Cool Diamonds have been using Google AdWords for their online marketing since 2003.

Who buys an engagement ring on the internet? That was the question that was posed regularly to Einhorn, a former wholesaler, in the early days of Cool Diamonds. Back then, he remembers, “Everybody said selling diamond jewellery online was stupid.” However, they didn't recognise the complex nature of the diamond trade. Sure, nobody would buy an engagement ring on a whim from an online store in 1999. But there is the brand. And behind the brand is the possibility of selling both online and driving traffic to offline bricks-and-mortar stores. Einhorn explains: “The bottom line: in our trade people don't just go online and immediately buy something. An engagement ring is something a little bit more intense. So we were trying to build up a brand name that is recognisable immediately.”

Einhorn describes the interaction of online and offline with an anecdote. A customer calls to their showroom, asks to see a ring and purchases only moments later. When he comments on what a quick decision it was, the customer informs him that they visited his website every day for the last four years. For Einhorn, this represents the traffic that AdWords sends to his site. There is the potential that they will purchase from the store immediately, but there is also the chance to make life-long customers who purchase both on and offline.

When asked about his role in the AdWords account management he notes that because AdWords is so important he insists on doing it himself, and he is the Managing Director. The account is segmented by jewellery ranges and targeted to their most popular countries; Einhorn has no trouble working Cool Diamonds' AdWords account along with his other duties. In relation to other online marketing programmes he says “AdWords is undoubtedly so much more user friendly.” He goes on to say “I find the campaign management fantastic because it allows me to get a feel of what people are looking at over time.” Furthermore, he is impressed with AdWords incorporation of Quality Score into the ranking process.”

There is no doubting the success that advertising with AdWords has had for Cool Diamonds, both in terms of brand recognition and in the numbers being driven to their site. In 1999, www.cooldiamonds.com was achieving some 13,000 hits per month. Nowadays that figure is in excess of 5 million. Einhorn doesn't think that that figure should be understated, “That is a measure of the strength with which we have been able to build our brand online with the help of AdWords. And when you think of selling diamond jewellery as being pretty obscure, 5 million hits per month is pretty significant.”

Going forward, Einhorn wants to concentrate on building the brand and he sees AdWords as integral to achieving this goal. He concludes, “You cannot advertise in just newspapers and magazines. That day is passed. Today people are looking for information on the web and AdWords helps with this. Especially with products like ours which are expensive, luxury products. They want to know about them before they buy. It's a prime opportunity for us.”

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