



DatingDirect
.com

“Content meets our goals in that we are able to be highly profitable regardless of the format we use, be it banners or text ads.”

Alexandra Bohbot
European Search
Marketing Manager,
Meetic

DatingDirect receive high quantity, quality traffic through Google’s Content Network

DatingDirect.com, a member of the Meetic group, first went online in 1999 and is now the UK’s largest dating website with more than 3.5 million UK members and over 35 million members in Europe. As an innovative and creative company, DatingDirect.com offers many communication tools, such as real-time one-to-one chat, video chat, emails, compatibility tests and tools that filter searches by multiple criteria (including sex, age and location) all of which make finding love that little bit easier.

Marketing challenges and objectives

DatingDirect’s main marketing objective is to target a wider audience and within that find new and qualified sources of traffic. But this is not without its challenges. As Alexandra Bohbot, European Search Marketing Manager at Meetic says, “The competition is fierce in the U.K. We face a lot of competitors in our market all with different positioning in a similar business”.

DatingDirect combine both offline (TV, outdoor and press) and online (search, affiliation, channel integration) marketing but it is weighted to online with around 70% of their advertising budget spent on this medium. Their marketing is very much integrated, with offline and online messaging closely related so that each one feels the benefits of the other.

Whilst search marketing has consistently been their first channel of acquisition for new members, DatingDirect are also taking full advantage of the Google Content Network.

Advertising on Google’s Content Network

The Google Content Network is one of the UK’s largest internet properties and can help you reach an estimated 23.5 million users, which equates to almost 85% of unique web users in the UK. Content websites make up 95% of all internet page views and with this in mind DatingDirect realised its role as a significant channel to acquisition. This is reflected by a 51% increase in investment on the Content Network over the last year.

DatingDirect use both banners and text ads on Google’s Content Network. Part of DatingDirect’s success on the Google Content Network is due to the structure of their campaigns, set up in line with Google’s best practice, and the regular optimisation of their account. This is done using a combination of Google’s Performance Placement Report (PPR), Google Analytics and Conversion Tracking, as well as their own internal tracking data. The Google Content Network is huge, so DatingDirect use a lot of negative keywords and the site exclusion tool to make sure they are serving on relevant pages. As Alex says, “If [your campaign is] controlled and optimised in line with your goals then Content performs very well”. This is backed up by the fact that DatingDirect’s conversion rate on content has increased by a massive 40% over the last year.

ABOUT THE GOOGLE CONTENT NETWORK

The Google Content Network consists of thousands of sites that you can advertise on. Content targeting places your ads on relevant pages. This Network combined with Google's sites, means advertisers can reach 85% of all Internet users in the UK.

Conceptual targeting: reaching all your potential customers

Traditionally, advertisers have kept their keyword campaigns focused around their core business. DatingDirect, however, realised that all their potential customers were not necessarily on dating-related sites, and have expanded their campaigns to include "conceptual" ad groups. This was done by identifying DatingDirect's target audience and the type of sites they visit. DatingDirect have been able to use this insight to create thematic ad groups, such as 'friendship' and 'clubbing', and by targeting these sites have further extended their reach in a profitable way.

Alex comments: "beyond the vast scope of the content network is the ability to find quality leads by targeting specific groups of users on specific themes of sites".

Results

DatingDirect have been extremely happy with the results they have seen on the Google Content Network. Alex says, "Content meets our goals in that we are able to be highly profitable with Content regardless of the format we use, be it banners or text ads". They find the traffic as qualified as the traffic they receive on Search and enjoy the extra brand exposure it affords them.

Over the past 6 months, DatingDirect have found that as they have optimised and expanded their content campaigns, for every 1% increase in investment they receive 1.25% more clicks. With that in mind, DatingDirect look forward to continuing to work with the Google Content Network: as Alex says "the Google Content Network is constantly changing and expanding and thereby offering us new opportunities to reach potential customers".

