



Google's content network delivers cheap conversions and great exposure for Geenee.com

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Allan Rienecker
 Founding Partner,
 Geenee.com



www.geenee.com

One of the fastest-growing home exchange companies in the world, Geenee offers members the opportunity of a different holiday experience – a chance to get under the skin of a city or region and experience it as a local would. Operating completely online, it was started in February 2006 and already has more than 6,500 members worldwide. From its launch, Geenee had to expand its membership evenly across the world to make sure there were enough homes in enough destinations available. Google AdWords, and the Google content network, played a significant role in making this happen, according to Founding Partner Allan Rienecker.

"The content network has been fabulous," says Rienecker. It offers great exposure, he explains, citing how one campaign had several thousands of impressions in a given week. With the cost-per-click pricing model impressions on the content network are free, making it an attractive solution for Geenee's branding goals. "For PR to be successful, you need people seeing you everywhere. That's important, especially for a new company. They don't click on you all the time, but they see you." But when people do click, says Rienecker, the content network delivers leads and sales. "For relatively little cost, in a week, the ads had thousands of impressions - and converted well too."

Rienecker worked hard on the structure of his account, breaking campaigns and ad groups down into countries and cities, ensuring ads and keywords are specific and targeted. This has allowed him to get the most out of the content network. "If you focus on relevancy with specific ad groups and keywords," he says, "you get a lot more impressions, and it can be more effective in getting conversions." A fifth of Geenee's total conversions through AdWords have come via the content network.

The way ads are targeted contextually to sites is a massive bonus for a company operating globally. "You're automatically appearing on relevant sites. The alternative is mind-boggling," says Rienecker. "What would you do? There's no way I could know of every relevant site, in every country around the world." With campaigns written in French, and a fluently translated website, the content network has allowed Geenee to enter a foreign market and thrive much more easily. "Because the content network is global, it makes me seem like a local ad. Take France. Anyone who sees the ad on a French website, and gets to Geenee through that, thinks they're on a French site. Now I'm the number one French home exchange company, and I've got a significantly lower cost-per-conversion in that market than I had before."

Rienecker says the content network has helped him acquire and maintain a desirable cost-per-conversion. AdWords offers the option to set separate cost-per-click bids on the content network to those on search. Furthermore, because the ads are being displayed to people browsing the internet, rather than searching, the focus is slightly different. There are different ad formats, such as image and video in addition to text. "You have to experiment to find what works," says Rienecker, "but the way AdWords is set up, you can do that."

Overall, Rienecker is very happy with the performance of the content network. "It just works," he says. "You're appearing on very relevant sites, and it delivers."

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