

Case study: AutoIES.com
Focus on: ROI bid management



DART Search reduces acquisition costs by 33% for agency Keyline and its clients

Our client

AutoIES.com is a website dedicated to selling new cars, offering discounts of up to 37%. With a turnover of over €75 million in 2006, AutoIES.com sells a new car every 20 minutes and boasts no less than 45 employees and 500 customers throughout Europe. To implement its search marketing strategy, the company works with Keyline, the interactive consulting agency specialising in global media planning, affiliate marketing, search marketing, e-crm and the creation of advertising banners.

Background and objectives

In order to strengthen its position in an extremely competitive market, AutoIES.com wanted to develop the volume of its quotations and sales at best price via paid search campaigns. In order to do this the search campaign needed to be broad – covering both generic and brand keywords – therefore differing strategies were needed to cover each keyword group. The end goal was to carefully manage search marketing costs per category to maintain an optimum profitability-volume ratio.

the tools we use

double click ROI bid management

When you choose an ROI strategy, DART Search continuously analyses and adjusts positions for an optimum match against a revenue or 'leads generated' target. Set your ROI goals by assigning priority to cost per ad, percentage of sale, or profit margin.

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We needed a tool able to very finely pilot our investments according to the specific profitability of each model. DART Search guarantees efficient and cost-effective investments on each keyword and enables extremely flexible management and CPA tracking for every keyword category.

Antoine Commergnat, Marketing Director for AutoIES.com

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Our strategy

In order to meet these two objectives, AutoIES.com chose to implement a bid strategy based on profitability by setting a specific cost per action (CPA) according to the margin generated from the sale of each vehicle classification.

Keyline used DoubleClick's DART Search technology to categorise keywords according to the margin generated by each sale. Using DoubleClick's Spotlight Tag Bidding to accurately record transactions and margins, the more profitable the key word, the higher the budget tolerance allocated against the acquisition cost.

The Process:

- > The DART Search category feature is used to classify keywords (roughly 20,000) according to the ROI generated by each type of vehicle
- > The bid strategy applied to the programme takes into account the profit margin which changes daily, driving constant changes in bid price to meet defined margin and therefore ROI goals
- > Finally, DART Search provides detailed reporting per category showing the best CPA, enabling further optimisation of results.

More about DART Search

DART Search is a powerful worldwide search marketing solution which enables search marketers to manage and optimise pay-per-click advertisements and keywords across all major search engines. DART Search provides the control and tools you need to run truly effective search marketing programmes through workflow efficiencies, a range of bid options and advanced, accurate reporting.

For more information on how DART Search can help you maximise search marketing ROI visit www.doubleclick.co.uk.

Results

In a whole year, from March 2007 to March 2008, DoubleClick's DART Search technology enabled AutoIES.com to reach its objectives: not only did the number of transactions double, but the cost per transaction decreased by 33%, generating a huge increase in profitability.

DART Search allowed AutoIES.com to:

- > manage large keyword volumes easily
- > manage to margin to increase ROI
- > automate bid management to reach defined goals
- > Decrease cost per transaction so therefore improve marketing effectiveness.

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Our bid management tools have become vital for the professionalisation of our business. Thanks to DART Search, we have increased our efficiency, productivity, and increased profitability by 20 - 50% on a large number of our accounts. This kind of technology is essential to efficiently manage paid search campaigns.

DoubleClick's technologies give us control in real time on the numerous SEM and display campaigns executed by Keyline. DART Search is an important tool which allows us to benefit from all the necessary information to guarantee our customers the best performance.

Yohann Dupasquier, Associate Director of Keyline

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