



## Netizen revisit the content network and drive 20% lower cost-per-conversion

### Who they are

- <http://www.netizen.co.uk/>  
London, UK



### What they needed

- Greater Market Share  
in Tough Economic Conditions

### What they did

- Revisited the Google  
Content Network

### What they accomplished

- 30% Increase In Profitable Traffic

Netizen Digital is an award-winning marketing, web design and development agency based in central London. It is the leading travel-focused agency in the UK with over one hundred travel clients, ranging from owner-operated enterprises to globally recognised brands like Qantas Holidays, Hotel Direct and Hoseasons. Google AdWords is the corner-stone of the Netizen Digital PPC service. Operating in some of the most competitive industries online, Netizen Digital is continually innovating to provide ROI-based solutions for paid search.

For Peter Hutchinson, Operations Director, the strategy on traffic is simple; “As long as we can turn traffic around at a positive ROI, we’ll take as much of it as we can from anywhere.” It was this idea that prompted Netizen, in April 2008, to revisit a distribution method that it had not concentrated on in the quarters that went before. Several clients were growing increasingly keen on attracting new sources of customers. ‘Google search was already being regularly optimised, so Netizen took the decision to look at the viability of optimising for the content network.



“We increased the volumes by 30% in terms of spend whilst maintaining the required ROI” Peter Hutchinson, Operations Director, Netizen Digital

The agency had previously experimented with the content network but with mixed results. Hutchinson says “the changes that have been put in place over the last, say, two years have made a big difference.” Placement performance reports, display ad builder, placement targeting and site exclusion are all developments that have prompted many marketers to look at the content network as integral to their AdWords efforts. Netizen also see content as a prime opportunity in difficult economic conditions. Hutchinson describes it as an opportunity to attract “bigger market share in testing times.” On the particular improvements that Netizen utilize he says, “There have been lots of improvements to the content network but the biggest change for us is content-specific bids. We’re now able separate the bids and the budgets between search and the content network which is very useful.”

Hoseasons Holidays is the leading self-catering holiday specialist in the UK and one of Netizen’s early success stories with the content network. Netizen created a new content-specific account and traffic was soon coming in with positive ROI. The agency was able to create placement targeted campaigns, exclude Hoseasons’ ads from appearing on particular sites, topics and even page types. Conversions in the Hoseasons’ placement targeted campaign ran at 20% cheaper

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## About Google Adwords

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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.

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For more information visit  
[www.google.co.uk/ads](http://www.google.co.uk/ads)

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cost-per-conversion than in the main account. Hutchinson says this has become a conscious strategy; "One of the ways we use the content network is to identify which sites work particularly well so that we can target them for placement targeting."

For Hutchinson a key factor in driving low cost conversions on the content network is optimisation. An "opting in" approach alone does not lead to high value traffic. Hutchinson says "We optimise the content as we would the search, so every couple of weeks or on a monthly basis, we remove and add sites." This approach has led to concrete gains across Netizen's portfolio of clients and the content network becoming a stalwart of its PPC strategy. "Rest assured", says Hutchinson, "that the spend we've had on Hoseasons and our other content network accounts – at the CPC that we're paying – has been as worth while as Google search...we increased the volumes by 30% in terms of spend whilst maintaining the required ROI."

