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Tommy Hanson
Director of Partner Relations



ABOUT ADSENSE FOR DOMAINS

AdSense for domains is a part of the Google content network that enables effective distribution of advertisers’ ads on parked domain pages. Leveraging Google’s semantic technology to analyze and understand the meaning of domain names, AdSense for domains delivers targeted, conceptually relevant advertisements to these pages, which generally have no content. Adding targeted ads to domain pages brings value to user-initiated searches by helping them find what they are looking for.

Efficient Frontier’s automotive clients receive twice the conversion rate as search with domain ads.

Founded in 2002, Efficient Frontier is a leading provider of paid search engine marketing (SEM) solutions. The Mountain View, Ca. company’s scope of services includes full account management, bid management and optimization, and advanced reporting and analytics, to increase the ROI of customer’s paid search marketing campaigns. Advertising on the Google Content Network using AdWords™, Efficient Frontier has seen exceptional success for high-profile clients in the automotive sector, especially in the domain ads arena of the Google Network.

Approach

Automotive clients in online advertising compete with a breadth of companies with different marketing objectives, all of whom bid on similar keywords. Tommy Hanson, Efficient Frontier’s Director of Partner Relations, elaborates: “You have automotive affiliates and dealerships with a goal to generate online leads at the lowest possible cost. On the other hand, you have automotive manufacturers whose goal is to increase awareness through branding initiatives. These are two types of clients with very different marketing objectives. However, they generally compete on the same keywords. So this makes the marketplace very competitive for automotive clients who are trying to generate online leads.”

Domain ads have ensured that Efficient Frontier’s automotive clients generate impressive conversion rates on the content network while maintaining low costs. “What makes domain ads unique is that it helps our automotive clients reach users on the content network who are in the final stages of the buying cycle,” notes Hanson. “These are users who are actively inputting a query into their browser, specifically looking for our clients’ services,” he adds. Google’s AdSense for domains ensures users are served relevant advertising when they input a non-functional domain name into their browsers. Hanson finds this to be very valuable. “The quality of partners in the network and the technology Google uses to map the ads to appropriate domain pages is impressive,” he states. “It’s a perfect fit. The user finds what they are looking for, and our clients discover new customers they would have otherwise missed.”

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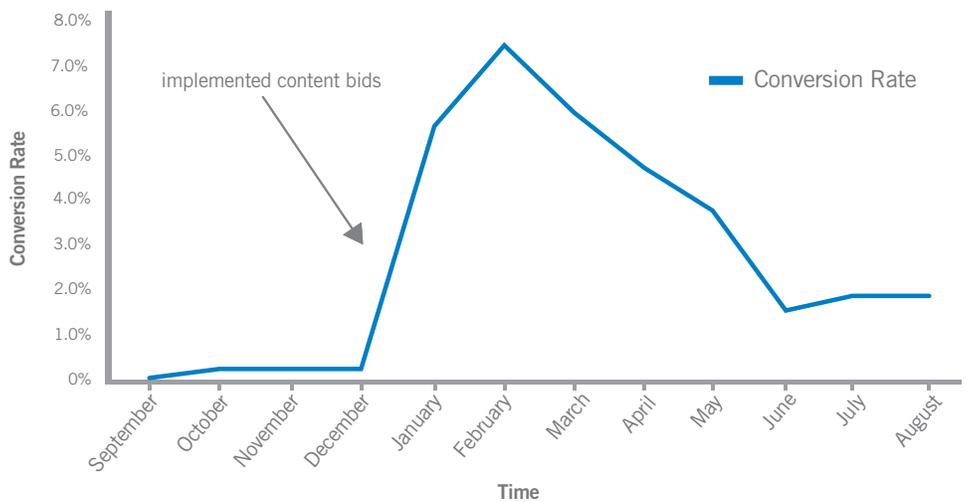
To ensure success for auto clients using domain ads, as well as the content network in general, Hanson advocates implementing separate content bidding. “We use separate content bids across the board for our clients and we see a lift immediately in terms of conversion rates.”

Results

The benefits of separate content bidding are apparent in the results. When Efficient Frontier started implementing content bids for their clients, they observed an average 250 percent lift in conversion rates on the content network, including on domain park sites. In addition, Efficient Frontier utilized site exclusion to refine targeting and boost conversion rates further. “We try to educate our clients on the positive ROI impact of content bids and site exclusion,” states Hanson. “Sometimes excluding even a single site, which isn’t performing well, can have a drastic positive impact on conversion rates.”

Many of Efficient Frontier’s automotive clients aim to generate leads on the content network, and Hanson says domain ads have been very effective in enabling this. “Our clients’ conversion rates with domain ads are double their conversion rates on search. Domain park sites generally convert at a rate of over 5%, while search and content conversion rates are at about half that.” Furthermore, Efficient Frontier’s clients are paying for cost-per-clicks that are equal to that on search for conversions that are coming in at twice the rate. “When we analyzed the results, we were shocked. We didn’t expect to see that domain park sites can bring in the quality of traffic necessary to result in twice the conversion rates, at a cost-per-click that’s equal to that on search.”

Conversion Rate on Content Network



Domain Park Conversion Rates are 2X that of Search and Content Conversion Rates

