

The background features several dark silhouettes against a light green gradient. On the left, there is a city skyline with a prominent skyscraper. In the upper center, an airplane is shown in flight. Below it, a family of three (a man, a child, and a woman) stands holding hands. To the right, a large, multi-colored rainbow arches across the sky. In the bottom right corner, there is a silhouette of a house with a bird flying out of its chimney.

Skype is a software application
that is revolutionising the
way people communicate online
around the world



Search Engine
Marketing Specialists

jellyfish

EVERY DAY, MILLIONS OF PEOPLE GLOBALLY USE SKYPE TO COMMUNICATE FOR FREE THROUGH VOICE AND VIDEO CALLS AS WELL AS INSTANT MESSAGES.

SKYPE IS ALSO USED TO CALL LANDLINES AND MOBILES WITH PAY AS YOU GO SKYPE CREDIT OR A MONTHLY SUBSCRIPTION AND HAS BEEN DOWNLOADED MORE THAN HALF A BILLION TIMES.

THE BRIEF

To drive new registered users across all global regions and to increase the number of paying users, the audience being anyone in the world looking to communicate with friends and family. Key target audiences include expatriate communities and international callers.

JELLYFISH APPROACH

Jellyfish created a dedicated team consisting of native speakers across 11 different languages. These included German, French, Spanish, Portuguese, Russian, Arabic, Mandarin, Japanese and Korean, allowing the Jellyfish Skype team to target 85% of the worlds internet population from our office in Reigate.

Skype and Jellyfish worked together to establish CPAs based on registered user values, by market, region and call usage. To identify high value RU's, Jellyfish created a calling corridor targeting matrix; based around languages, country gross domestic product, global expatriate communities & volume of call minutes from country to country.

The existing Skype paid search campaign was restructured by Jellyfish. Then a global paid search campaign was created, structured to cover 27 languages and 174 countries across Google, Bing and Yahoo, plus other regional search engines; Yandex (Russia), Ayna (Arabic), Walla (Hebrew), Baidu (Chinese) and Naver (Korean).

The new Jellyfish ad group strategy pushed above the 1,000 per account allowed by Google, meaning Google and Jellyfish worked in partnership to create a workable global structure.

A comprehensive global testing plan was devised to test new response led Ad Copies with price led messaging, new keyword areas developed and non-performing keywords removed.

New landing pages in multiple key world languages (English, French, Spanish, Portuguese, Russian, Japanese, Chinese & Arabic) were developed in line with the Jellyfish methodology.

Using a centralised global multi-language team, the success factors learnt in one country were easily and quickly shared with Skype and then tested in other countries.

RESULTS

The registered user numbers were increased by 105% year on year with the same annual paid search budget.

