

Which? No advertising,
no bias, no hidden agenda

which?

Search Engine
Marketing Specialists

jellyfish

WHICH?...

**DOES MORE THAN JUST
TEST WASHING MACHINES.
WE CAMPAIGN TO GET
A FAIRER DEAL FOR ALL
CONSUMERS AND PUBLISH
EXPERT, UNBIASED
INFORMATION TO HELP YOU
MAKE THE RIGHT CHOICE,
WHATEVER YOU'RE BUYING.**

INTRODUCTION

For the last 5 years Jellyfish has differentiated itself from other online marketing agencies by specialising in Paid Search Marketing. Not only have we specialised in this competitive and ever-evolving arena; we pride ourselves with being the first large agency (not super affiliate) to offer a self-financing and risk free solution for running Pay-Per-Click (PPC) campaigns.

Based in Reigate (Surrey) and established in 1999 we have been delivering successful and award winning paid search campaigns since the birth of pay-per-click in 2000.

Our team of 70+ full time employees create and manage marketing campaigns using our cutting edge proprietary management platform (JUMP) whilst applying a deep understanding of user interaction online.

We are renowned for our meticulous approach and attention to detail which is reflected in a client list including prestigious names such as Which?, Skype, BBC, Cancer Research, National Geographic, TimeOut, EMAP, Dennis Publishing, Haymarket Publishing, The National Magazine Company, ADP Payroll Services and Encyclopaedia Britannica; to name just a few.

THE STRATEGY

The Setup

STEP 1 Excerpts were initially taken from the editorial content for 100 consumer reports. A dedicated campaign site was then developed which was specifically designed to take the traffic generated from the campaign and convert the visitors into subscribers.

STEP 2 All relevant keywords were then manually extracted from these 100 consumer reports.

STEP 3 Our SEM analysts then used the best of breed technologies ('third party' tools) to generate even more applicable keywords.

STEP 4 The established portfolio of keywords were then processed through a keyword phrase generator. This process created numerous search phrases using a combination of words likely to be used in conjunction with the keyword.

STEP 5 The SEM Analyst then verified all of the search phrases generated to ensure that they made sense and were relevant to the consumer report.

STEP 6 All the keywords and phrases were then assigned to the relevant landing pages on the campaign site. This was imperative, not only because the relevancy is required by the search engines, but also because the relevancy of the landing page is directly proportional to the number of conversions.

STEP 7 Ad copy was then produced by an in-house copy writer in conjunction with **Which?** for heuristic keyword insertion. Due to the vast diversity in the character length of the keywords/phrases, a bespoke system was developed to intelligently reduce the length of the ad copy to stay within the character restrictions stipulated by the search engines, whilst maintaining context.

STEP 8 In order to stay within the initial budget granted by **Which?**; analysis was conducted regarding the Cost Per Click (CPC) for each of the keywords/phrases for positions 1 to 5 on each of the search engines. This, in conjunction with forecasted number of clicks the keywords/phrases would generate, gave a very clear indication of what the total cost of the campaign would be depending on which keywords were used and in what position.

STEP 9 All of the keyword phrases and ad copies, along with the URL for the relevant landing pages were then submitted to the search engines.

Ongoing Management of the Campaign

STEP 1 Continuous analysis on the performance of all keywords, adding new keyword phrases including negatives, whilst staying within the contracted CPA.

STEP 2 Full analysis conducted regarding the drop-off being experienced at every stage of the process (i.e. from entering the keyword phrase into the search engine, right through to signing up for a subscription)

STEP 3 At each of the potential drop-off points, we used in-house systems and personnel to make relevant adjustments to the bid strategy, ad copies, landing page structure, landing page relevancy, and the subscription process. Now that we are directing traffic to **Which?'s** main site feedback on drop off and site improvements is delivered during the monthly meetings.

STEP 4 High level analysis is conducted on a weekly basis to ensure that all the adjustments and the daily maintenance of the campaign achieves the desired CPA.

STEP 5 Monthly meetings to get all of the stakeholders in one room to review the performance of the campaign and brainstorm any new opportunities which may enhance the campaign's delivery.

THE CAMPAIGN

ACTIVE TRAFFIC GENERATING KEYWORDS
861,000

AD GROUPS
39,525

PRODUCT OFFERS
Which? Online and Which? Magazine

CAMPAIGN SITE
No

NETWORKS

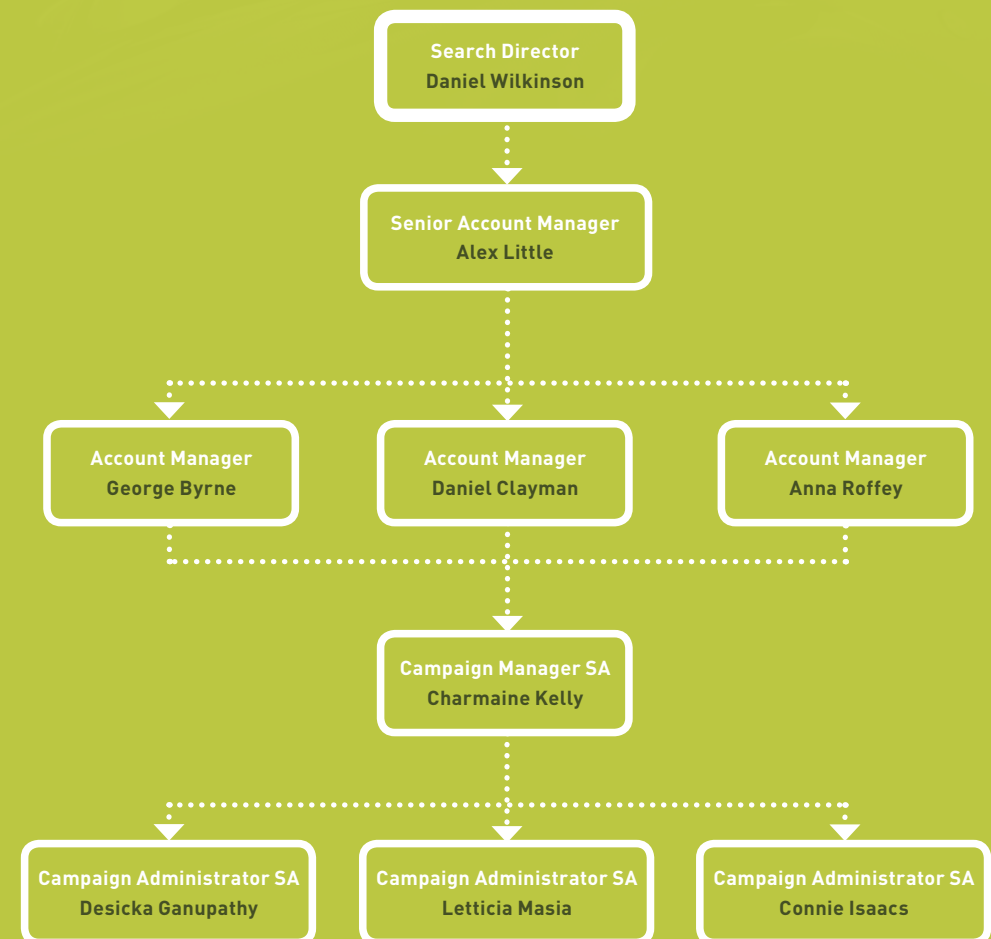
Google™ YAHOO! msn™

THE SERVICE

As part of our service Jellyfish provide:

- Dedicated resource of eight full time employees.
- A structured PPC campaign (in accordance with Jellyfish's meticulous methodologies) across all major networks.
- Monthly on-site meeting with the Senior Account Manager and quarterly strategy meeting with the Search Director and Senior Account Manager.
- Unlimited access to the Account Management team via telephone or email 365 days a year.
- The ability to conduct multi-variant testing including, multi offer testing, multi landing page testing, copy testing, Call-to-Action (CTA) testing etc...
- Custom Reports available online through JUMP (Jellyfish Unified Marketing Platform) including cross channel tracking, assists and time to conversion.
- Bespoke monthly reports for Bigmouth media to help improve SEO.
- Industry insight; when requested Jellyfish provide in depth analysis on search trends and new technologies that may affect all online marketing channels.
- Regular recommendations of subject matter that can be used to create new supplements, landing pages or reports, identified through analysis of the campaign metrics, user behaviour and search trends
- Dedicated campaign sites for the lifestyle products.
- Access to development resource for bespoke technical solutions i.e. Options Page.

WHICH? ACCOUNT MANAGEMENT TEAM



THE RESULTS

Before the sponsored campaign started, Which? had a subscription base of approximately 60,000; growing by approximately 275 subscribers per month.

Jellyfish's main objective is to increase the number of subscribers whilst maintaining a fixed CPA. This has been achieved in spectacular fashion increasing monthly subscriptions by more than 4182%.

We have successfully migrated the PPC campaign to two different Which? websites and seen the overall conversion rate improve on both occasions.

In July 2006 we started managing the £31 average CPA down to £25 without affecting the volume of subscriptions.

In July 2007 we moved from a traditional 15% management fee to the CCPA model, guaranteeing a CPA of £25. This model has allowed us to continue driving volume whilst providing Which? the security of a fixed cost.

CAMPAIGN ACQUISITIONS

