

Is it time to move your search marketing up a gear?

Autobytel.co.uk is a leading internet car retailer that combines extensive motor industry expertise and cutting-edge technology, to offer a convenient online car buying process. By working with our in house ad feed tool, Adapt, Autobytel.co.uk has seen their Pay Per Click (PPC) campaigns become more meaningful and relevant to search activity, which has driven better qualified traffic to the site and resulted in an explosion of enquiries and sales.

Having found that traditional bid management and manual campaign creation were not producing a steady flow of relevant enquiries, Autobytel.co.uk wanted to overhaul their approach to PPC in order to improve the quality and quantity of enquiries and reduce the cost per lead.

We helped Autobytel.co.uk achieve these aims by building a campaign using our Adapt technology. The Adapt tool automatically feeds information from Autobytel.co.uk's live product database into their live ad copy. As information in the database changes, Adapt sends updates to the relevant ads to reflect the changes in real-time, creating a campaign that's always current, always relevant and 100 per cent accurate.

“ We selected Greenlight to rapidly turn our experience of managed PPC completely on its head. By using Adapt our PPC ad content was immediately made more meaningful and relevant, driving the right traffic to the site and resulting in an explosion in sales enquiries. The campaign has slashed the cost per lead and cost per acquisition. Better clicks, less waste and more sales, that's the Greenlight difference. ”

Robert Walker
Director
Autobytel.co.uk

autobytel.co.uk

Objectives

- To prominently position the Autobytel.co.uk brand online in a competitive marketplace.
- To increase the number of quality leads from prospective customers.
- To reduce spending on generating enquiries by achieving a low cost per lead.
- To drive sales revenue up.

About Autobytel.co.uk

Established in 1998, Autobytel.co.uk is a leading internet car retailer and subsidiary of FTSE 200 company Inchcape plc, an international automotive services group operating in major international markets including Europe, USA, Asia and Australia. Bringing together Inchcape's extensive motor industry expertise and its own cutting edge technology, Autobytel.co.uk offers a convenient car buying process. This is backed by Inchcape Retail's nationwide network of dealers. Autobytel.co.uk offers objective automotive data and insightful interactive editorial content in an easy to use online format to help consumers make smart purchasing decisions.

Background

Autobytel.co.uk approached Greenlight through recommendation in late 2005 to work on a targeted PPC campaign alongside its growing in-house SEO development team. The move to ramp up PPC efforts was part of a wider investment in search engine marketing as a whole.

Pre-campaign analysis

Our PPC team performed a comprehensive keyword analysis to produce a list of popular search terms used in automotive related searches. We consulted various keyword sources including Hitwise, search term popularity tools, as well as undertaking competitive analysis and internal brainstorming. This resulted in a list of thousands of search terms that could be incorporated into the campaign to attract qualified and purchase motivated traffic.

Strategy

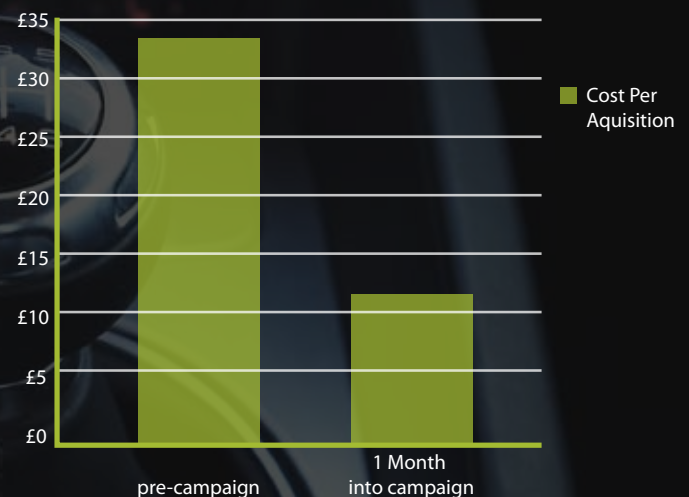
We used our proprietary dynamic ad feed system Adapt, which works with live data from the client's database in real-time, to ensure that ad content reflects the most up to date pricing, availability and core details for each make and model. We also split test as many as six to eight creatives for each set of adverts. Adapt created a perfect synergy between Autobytel.co.uk's pricing, promotions and inventory levels and their live PPC ads, delivering an optimum level of accuracy throughout their ad campaign.

Working with Autobytel.co.uk's framed site was a challenge as it created difficulties in choosing landing pages. Due to the increasing emphasis that Google places on landing pages for its ranking formula, it was imperative to overcome this hurdle. We worked with the client to re-design 15,000 new targeted landing pages, giving site users a much improved look and feel. The landing pages enabled visitors to browse for a particular car by model, by manufacturer and by body style.

During the course of the project we have fine-tuned the bidding strategy and our dedicated PPC analysts keep Autobytel.co.uk at the top of consumer automotive searches by monitoring the campaign's daily performance.

Results

Within a month the number of customer enquiries increased by 200 per cent and we lowered cost per acquisition (CPA) by 65 per cent from £33 to £12.



The user experience has become much more efficient as a result of targeted landing pages, providing the ideal environment to yield sales, which rocketed from 2500 to 5000 units between January and December 2006. January 2007 saw a threefold increase in the number of telephone and web enquiries when comparing year on year activity.

Alfred Eccles, Head of Search at Autobytel.co.uk says: "Greenlight grasped our strategic drivers and understood how we wanted to move forward... they enabled us to attract quality traffic to the site with a higher conversion rate. We now have better leads, more sales and are not wasting our marketing budget on spurious clicks."

