



## Is your search marketing smashing records?

Following our Pay Per Click campaign, HMV saw their market share for the Online Shopping and Classifieds Music Industry increase to an all time high of 13.76 per cent. Not only was this the first time in two years that they had exceeded 10 per cent, it was also their highest since online trading began.

The challenge that HMV faced was how to capitalise on each and every search for DVD's, CD's and Games etc. with a vast and ever changing inventory of some 120,000 products. Our solution was to use Adapt, our custom built technology, to manage a campaign of timely, up to the minute PPC ads which update automatically to reflect current prices, promotions and availability.

“ Greenlight has managed to almost double HMV's market share in the last 6 months - our largest share ever. This rapid growth outstrips current market trends for online music sales and is directly attributable to the dedicated PPC campaign Greenlight has rolled out. ”

Paul Huggett  
Internet Marketing Manager  
HMV



## Objectives

- To assist the company in reaching its customer conversion targets for PPC investment.
- To achieve an ROI of 620 per cent inclusive of all costs.
- To increase exposure of the revamped website.

## Background

With the launch of the revamped e-commerce site, hmv.co.uk, it was imperative that HMV gained maximum visibility for the new site and ensured that potential customers could find their website easily. They were also keen to fend off competition from the growing number of online players. HMV sought a PPC solution that would work in tandem with their live database. This PPC project was part of a wider, seven-figure advertising programme to support the site relaunch and it was the first time the company had put aside a dedicated budget for PPC.

HMV had originally run a seasonal PPC campaign in 2005 and from this experience they learned how difficult it was to manually keep PPC ads updated in real-time. HMV chose to work with us because of our pioneering Adapt technology. Adapt is the world's first purpose-built technology platform for paid advertising to use live client databases to update PPC ads based on inventory levels and pricing.

## Pre-campaign analysis

We worked closely with HMV to establish best practice for an efficient implementation of the Adapt solution. First the Greenlight team undertook an intensive keyword analysis to produce a comprehensive list of thousands of appropriate 'long tailed' terms that could be targeted. Ad campaigns were then created around categories such as pre-orders, bestsellers, top 40 album chart, campaigns, classics, accessories and genres. Daily spends and ROI targets were put into place taking into consideration the margins for each respective business area.

## Adapt in practice

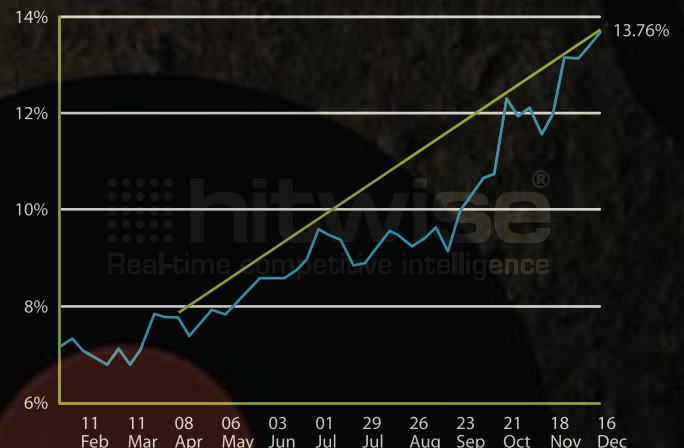
Following this phase we created and split tested ads and landing pages within the website for a cross section of products. Each ad and landing page was designed around a specific set of search terms to create the most relevant user experience. A set of bespoke rules was put in place to update live PPC ads as and when HMV's database interacted with the Adapt server. Adapt now continually updates the live ad copy to reflect real-time changes in inventory, pricing and promotions.

## Results

By improving the accuracy and relevance of their PPC ads, HMV have observed a phenomenal rise in their click through rate (CTR) which has significantly lowered their cost per click (CPC). The rise in CTR has resulted in an average monthly increase in traffic of 200 per cent. This campaign has produced an unprecedented number of conversions with the overall ROI for the campaign at 1200 per cent. Following the successful rollout with Google and Yahoo, the campaign has been extended to MSN and Miva. HMV's PPC ads have never been so targeted, the Internet Marketing Manager says "This precision targeting is essential for us because in such a competitive market we cannot afford to throw budget away...within a month of implementing Adapt, our CPC is the lowest it has been to date and all ROI targets have already been exceeded."

## Market share for Shopping and Classifieds - Music industry

The campaign kicked off in April 2006. The green line shows a steady upward trend in HMV's market share which peaked at 13.76 per cent during the run up to Christmas. This was HMV's largest share of the market, smashing all previous market share records.



HMV

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Real-time competitive intelligence

Weekly market share in 'Shopping and Classifieds - Music' measured by visits, based on UK usage. Created: 30/03/2007. © Copyright 1998-2007 Hitwise Pty. Ltd.



## dare to think big

To find out more about this campaign watch our 3 minute interview with Paul Huggett, Internet Marketing Manager for HMV at:

[www.greenlightsearch.com/clients](http://www.greenlightsearch.com/clients)

