



Responsible for 80% of all new inbound leads, Google AdWords delivers incredible value for Hoover's Online UK

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Elizabeth Prowse
SEO Specialist
at Hoover's UK

www.hoovers.co.uk

For the past few years, Google AdWords has accounted for the vast majority of Hoover's Online's marketing activity in the UK. Launched in the early 1990s, Hoover's Online is a leading business information service which provides up-to-the-minute company, industry and market intelligence.

Hoover's Online aims to provide easy access to the most comprehensive business information available. However, one of its greatest challenges is communicating exactly what it is that it can offer. To convey the extent of information available and how easy the system is to use, Hoover's UK worked closely with Google to set up an AdWords campaign that would act as direct link between the user's search query and the solution that Hoover's offers.

As Elizabeth Prowse, SEO Specialist at Hoover's UK, explains, "In an online business community, an AdWords account is a real necessity to maintain a strong position, both by brand equity, and through effective lead generation."



Outstanding ROI

Since joining forces with Google three years ago, Hoover's UK has been continually impressed with the results of its campaign – so much so that AdWords is now seen not just as a marketing tool, but more as an extension of the Hoover's UK search portal. As Elizabeth explains, "Google is an excellent fit for our business. Hoover's UK needs to reach out to potential customers when they are searching for information. We know that our target audience are more likely to search on Google than to come directly to www.hoovers.co.uk and therefore AdWords ensures that we are in front of the right people at the right time."

"We have invested a large proportion of our advertising budget year after year in Google AdWords and have seen a consistently positive ROI."

And the figures speak for themselves. Google accounts for 80% of all inbound leads, with 9 in 10 coming from paid-for search and 1 in 10 from natural search listings. This impressive lead generation is largely responsible for Hoover's UK's recent growth of 35% from 2005 to 2006.

Personal support & training

Hoover's UK believes efficient campaign management has been essential for such impressive results. Elizabeth explains, "Our Google account manager has been integral to the campaign's success. On hand to advise at any time, the service they offer is second to none and has helped us to continually adapt and improve our AdWords activity to ensure it keeps delivering."

We're so committed to improving our own knowledge and effectiveness in pay-per-click that one of our team is currently taking the Google Advertising Professionals qualification. This incredibly useful course is one of the only free, recognised forms of training available in PPC."

ABOUT GOOGLE ADWORDS

Google AdWords is the world's largest search advertising programme, currently used by thousands of businesses to gain new customers cost-effectively. AdWords uses keywords to precisely target ad delivery to web users seeking information about a particular product or service. The programme is based on cost-per-click (CPC) pricing, so advertisers only pay when an ad is clicked on. Advertisers can take advantage of an extremely broad distribution network, and choose the level of support and spending appropriate for their business.

For more information visit
www.google.co.uk/ads

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Innovative tools and products

With a strong market position to uphold, Hoover's UK is keen to stay ahead of the game with its online campaigns, and is always quick to learn about and implement new products and tools.

“Our account manager introduced us to the AdWords Editor tool so we could change our campaigns in an instant. This function is particularly valuable when your campaign requires many keywords, ad texts, landing urls and bid management. AdWords Editor means we can make multiple changes as often as we like with minimal time and effort.”

In 2006, the company added Google Optimiser to its AdWords activity to further improve the Hoover's UK customer experience.

“Google Optimiser is an incredibly effective and intuitive tool that enables the testing of landing pages to determine which most effectively drives conversions. Seamlessly integrated into our AdWords account at no extra cost, Optimiser is just one of the examples of the all-round innovation and extensive customer service offered by Google”, explains Elizabeth.

A growing partnership with Google

With three years of positive ROI behind it, the campaign has attracted praise from Dun and Bradstreet (D&B), Hoover's UK's parent company. D&B has been so impressed it plans to replicate the success and is currently finalising its own AdWords campaign. Elizabeth concludes, “Google is at the heart of our business because it understood not only our marketing objectives but also our broader business objectives. There are clear advantages to us investing in AdWords and that's why our parent company has absolute confidence in placing another egg in the Google basket.”

