



Kid's site grows up and takes lead online!

“Through our relationship with Hitwise and access to its unique Search Intelligence™ data, Spannerworks was able to deliver a fantastic return on investment for our client Kiddicare – boosting online market share and substantially increasing brand awareness.”
- Arjo Ghosh, Managing Director, Spannerworks

Industry

Online Shopping and Classifieds



Competitive Insights for Search Marketing

Search marketing agency Spannerworks, seeking to elevate the online identity of the children's nursery supplier Kiddicare, applied Hitwise Search Intelligence™ data and analysis to its new marketing effort, successfully raising its client's brand awareness and nursery supply sales.

The Challenge

Spannerworks was charged with creating a search marketing campaign for Kiddicare, that built strong online brand awareness, increased visitors to their website, and drove the maximum amount of sales through Kiddicare.com.

The Solution

Access to Hitwise data initially gave Spannerworks essential insight into Kiddicare's online performance across a range of metrics. Until one day, Spannerworks noticed a sudden dip in traffic to the Kiddicare website.

The agency delved into Hitwise data to clarify this seeming downturn, which permitted Spannerworks to contextualise the event and "... attribute the decrease to both a downturn in the industry overall and an alteration to consumer search behaviour, rather than the performance of Kiddicare's site," explains Arjo Ghosh.

To take advantage of this situation, using Search Intelligence™, Spannerworks conducted a comprehensive analysis of the most successful terms driving traffic to specific competitors and the industry that Kiddicare was not currently using to boost Kiddicare's coverage in the sponsored listings at a time when traffic was low.

With the expansion of the search term list, visitor levels soared as Kiddicare started to rank highest for numerous search terms for which they were not previously visible. In a short amount of time, Ghosh explains that "Kiddicare, formerly ranked

at #320 within the Hitwise Shopping and Classified category, jumped to #140, beating its key competitor."

The Benefits

Spannerworks' search marketing campaign narrowed the gap between Kiddicare and its direct competitors "through effective insights from the Hitwise Search Intelligence™ tool," proclaims Ghosh.

In the space of five months, "Kiddicare increased the proportion of traffic it was receiving from search engines by 22%, and beat the industry average of traffic from search by 15%." says Ghosh.