



Vintage Tub & Bath retailer expands online prospects!

“Hitwise gave us the information we needed to expand our current keyword list, recruit affiliates, place advertising, and understand our niche market in a way no other service we know of could.” Allan R. Dick, General Manager, Vintage Tub & Bath

Industry

Shopping and Classifieds:
House and Garden



Competitive Insights for Search Marketing

Vintage Tub & Bath (www.vintagetub.com), a niche market retailer, uses Hitwise to help refine its online search strategy, giving it an expanded search term list that tactically fills in the gaps of its current search term list.

The Challenge

In an effort to target and position his company in their niche market, Allan Dick wanted to discover new online search terms that would drive users to the Vintage Tub & Bath website. Explaining his past limitations with search term analysis, “Our analytics package could only tell us the search terms on which we were currently performing well...”

The Solution

To respond to the problem of not being able to see the entire scope of the industry, Hitwise expanded Vintage Tub & Bath’s search term list by giving them the search terms that drove traffic to their competitors. According to Allan Dick, “This revelation allowed us to fill in the gaps in our current search term strategy.”

In addition, continues Allan Dick, “Hitwise gave us valuable insight into our customers’ behavior by telling us where those customers went after they left our online store. By analyzing this data, we discovered areas where we could place advertisements that would reinforce our brand and product messages.”

The Benefits

With Hitwise, Vintage Tub & Bath were able to expand their keyword lists to include terms that have proven to be successful for competitors. According to Allan Dick, “Hitwise verifies what our site analytics package is telling us and gives us valuable added insight into the forces that drive traffic and sales to our competition”.