



Case Study //

PAID SEARCH MARKETING

Calendars.com Frees Up Its Datebook to Drive Paid Search ROI

Founded in 1999, Calendars.com brings together advanced internet technology with the world's largest calendar inventory to create the web's biggest calendar store. With over 6,000 different titles, no other site offers a greater selection of calendars.

Challenge

Calendars.com's search engine marketing (SEM) team was seeking answers to questions such as "How do we know which keywords we should focus on? How much is too much to pay for a keyword? Which keywords generate the most valuable paid search traffic? How do we find valuable new keywords?"

Managing Calendars.com's paid search program is a daunting task. Because the site features an extraordinary breadth of topics—from sports, to nature, to pets, to hobbies, to humor—the possibilities for keyword buys are practically endless. Like most online retailers, Calendars.com has limited resources and is highly motivated to allocate its marketers to high value activities. Prior to implementing Coremetrics Search, Calendars.com was spending at least 50% of its SEM management time in labor-intensive, error-prone activities:

- Assembling tracking codes in spreadsheets
- Integrating sales and costs in spreadsheets for each search engine

Calendars.com wanted to reduce the amount of unproductive time being spent and invest its resources in strategic activities that would drive maximum returns for the lowest possible cost.

Calendars.com is also challenged by the extreme seasonality of its business (85% of its business occurs between October and January). Certain keywords that pay off in the

high season are too costly in the off season, so it is crucial that Calendars.com closely monitor trends and costs during the peak holiday season.

Solution

Calendars.com implemented Coremetrics Search™, which provides the SEM team with a single interface for monitoring keyword performance and managing paid search advertising across search engines. Coremetrics Search includes a Tracking Code Generator, which automates the process of assembling tracking codes, checking tracking codes for errors, and uploading the keywords and tracking codes to the search engines. Coremetrics Search also includes integrated performance reporting which automatically downloads keyword costs and matches them with the appropriate keyword sales to generate an accurate performance report. Coremetrics Search's performance reports are highly customizable, enabling marketers to define and report on custom metrics. Because there are so many specialty calendar niches, it is important to identify which keywords pay off and which do not.

Since Coremetrics Search is integrated with Coremetrics Analytics™, Calendars.com was able to greatly simplify keyword discovery. Each week, Calendars.com examines Coremetrics natural search and onsite search reports to identify popular keywords, and adds those keywords to its paid search campaigns.

"Before implementing Coremetrics Search, there simply weren't enough hours in the day. We couldn't track our results without using every resource that we had on deck. Now I love, love, love how easy it is to add ads to our campaigns, and how quickly I can generate reports. The more time you have to spend on paid search strategy and reviewing results, the better your search program will perform. Coremetrics has revolutionized our business. I can't think of another vendor (and I use a lot of them) who is so proactive and available."

—Head of Online Marketing,
Calendars.com

Results

Calendars.com experienced an immediate payback in time savings. The 50% of time that had been spent in managing data in spreadsheets is now dedicated to high value activities that drive Return on Ad Spend (ROAS)—discovering new keywords, as well as testing and refining ad copy and landing pages. Further time savings were realized by implementing custom metrics in Coremetrics Search that are crucial to Calendars.com's business. "It used to take hours of preparation to produce the reports I needed," said Calendar.com's head of Online Marketing. "Now I open Coremetrics, click in and immediately see how we're doing."

Having rapid access to its custom metrics has allowed Calendars.com to manage its business more closely and to make decisions more quickly. Time savings has enabled Calendars.com to expand its keyword inventory by 47%, adding over 1,100 new keywords. The combination of benefits resulted in a 23% improvement in conversion rate within the first three months. Plus, Calendars.com's customers are finding the products they want, which means they are happier shoppers who will return for next year's calendars!

To learn more about Coremetrics or to schedule a demo, please contact your account representative. Call 1.866.493.2673 or visit coremetrics.com



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