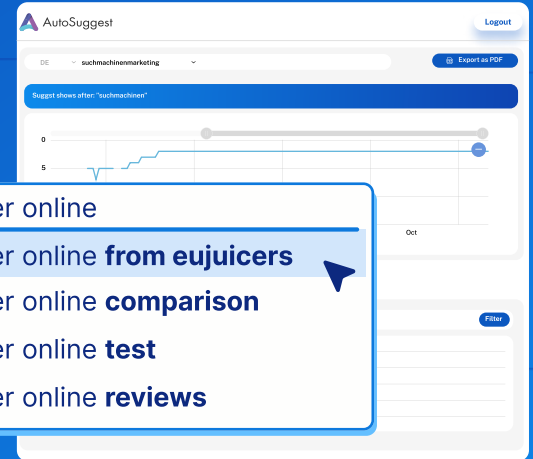


Position your brand in the autocomplete suggestions of search engines.



Case Study - Ejuicers

Ejuicers is a successful small business selling premium juicers. Competition in the market has become fierce over the last decade with brands like Amazon offering similar products at a lower price while not being able to offer many high-end models or their level of personal service.



Campaign Goals:

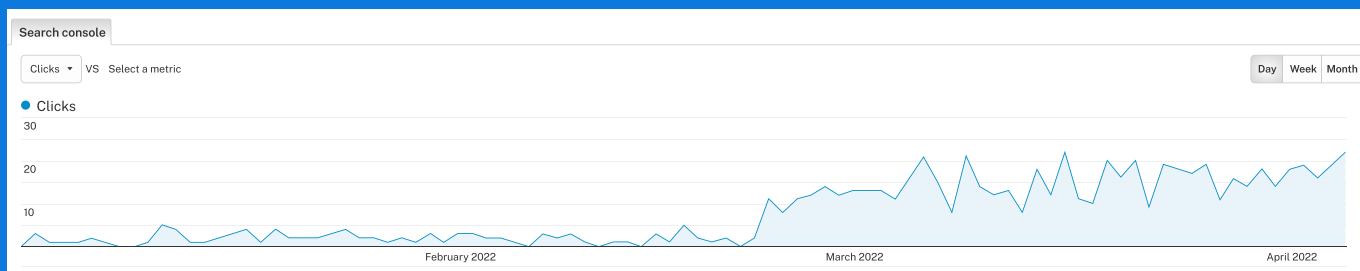
The Ejuicers team was looking to generate additional orders - and for a way to compete with much larger firms. They did not want to compete on ad-spend alone and were open for alternatives to search ads. Branding goals were not part of their strategy, they wanted a performance campaign.

Campaign Setup:

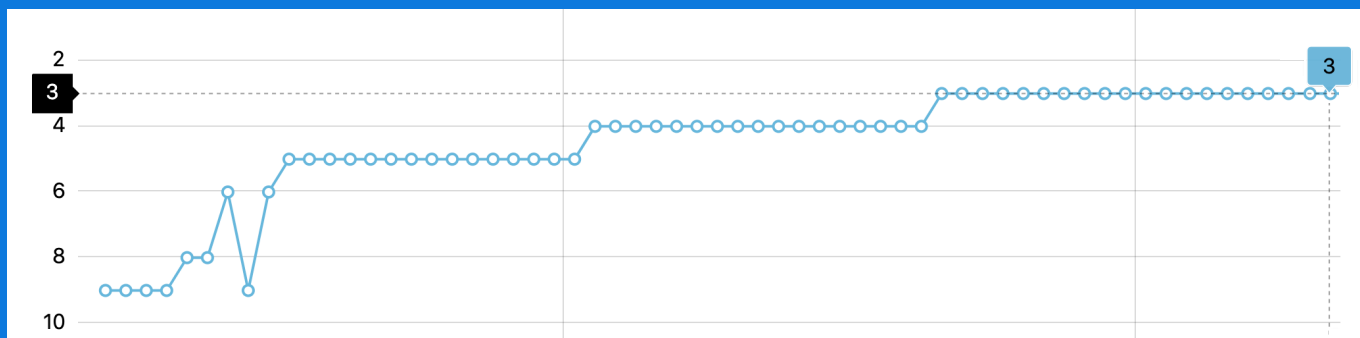
Based on the client's experience and conversion data, we selected a small set of keywords for both AutoSuggest and AutoRanker. We decided to focus only on the German market and only on keywords with clear buying intent, ignoring many relevant keywords pertaining to general information on juicing which would have been great for branding but were expected to generate less direct sales.

Campaign Results after 3 Months:

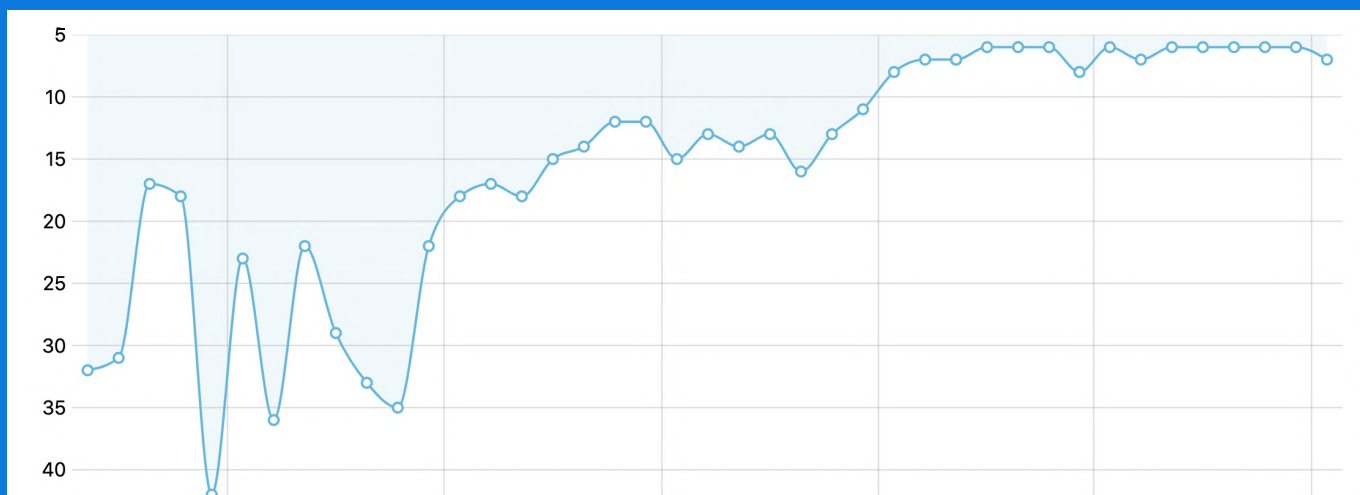
We were able to generate a significant number of additional website visitors from search engines with both AutoSuggest and AutoRanker. Even though these visitors had a higher bounce rate than their normal website visitors (21.51% vs 13.47%), most likely because they had a high amount of visitors from personal recommendations, it was still quality traffic. The conversion rate was higher (3.49% vs 2.47%) than the average of their shop but due to the campaign being relatively small, there was not enough data to measure it precisely.



The position of the suggestion improved over time, as shown in our campaign dashboard. This is the normal pattern we see, with suggestions becoming more prominent with time.

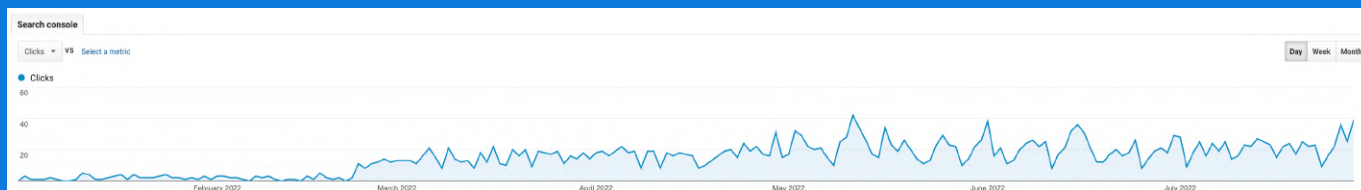


For their most important keyword, AutoRanker delivered an improvement from page 4 to the first page of the search results, as shown below from our campaign dashboard:



Campaign Results after 6 Months:

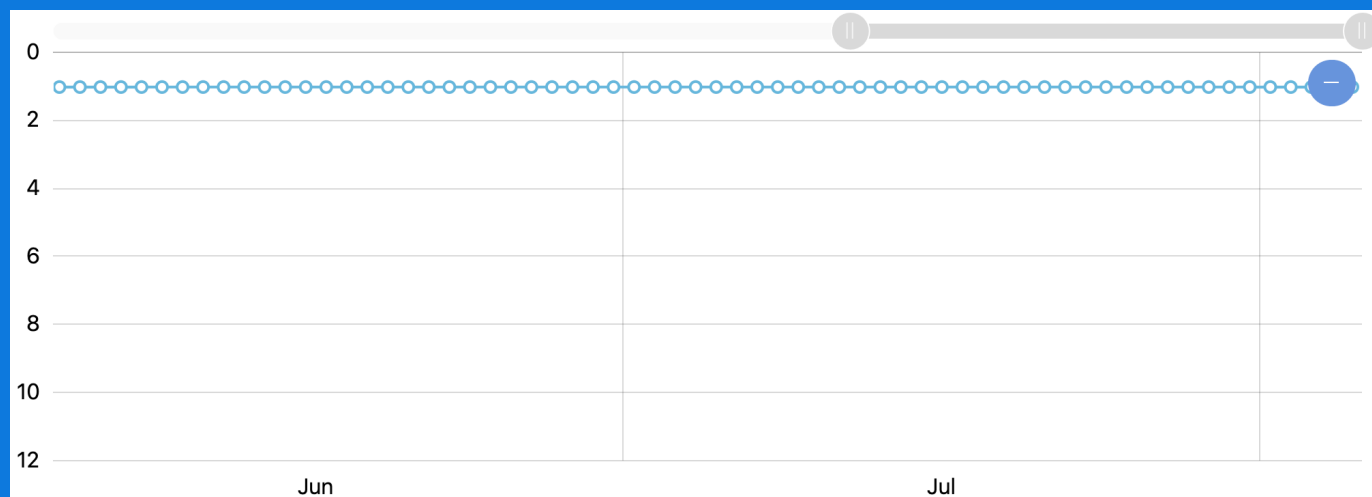
The traffic did not increase further but continued to bring in new clients and revenue at a steady level. On average, about 500 additional website visitors were delivered per month.



The increase in visibility in search engines could also be verified with independent SEO metrics, such as the SISTRIX Visibility Index. After the project started (marked with pin "A"), overall visibility more than quadrupled. While the absolute score was still relatively low, it was a significantly better outcome than what several SEO campaigns by other agencies had delivered in the past: no measurable outcome (see chart) with higher budgets than ours.



The most important AutoSuggest keyword reached the top spot and stayed there. This ensured the client was noticed by most potential customers.



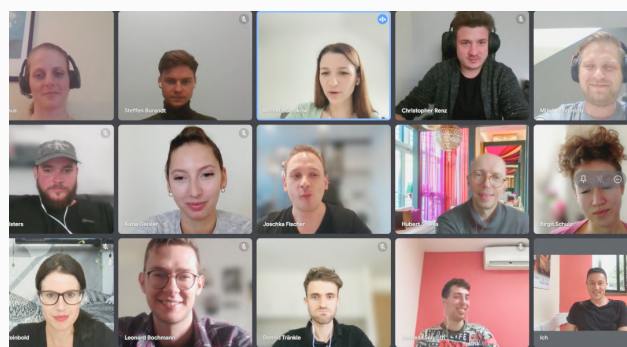
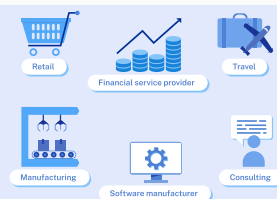
Campaign Summary:

- ✓ While perhaps not extraordinary, the campaign was a small but clear success, delivering real value, additional orders and revenue to our client at low costs.
- ✓ It was a “think small” campaign, where we demonstrated that we are able to deliver a positive-ROI campaign for a small business competing with firms like Amazon.
- ✓ Cost-per-order was higher than for their internal campaigns (emailing and calling existing clients or previously interested prospects) and retargeting, but lower than for other forms of outreach, such as search ads or direct mailings.
- ✓ All AutoSuggest keywords were listed successfully.
- ✓ AutoRanker led to a significant improvement (from page 4 to position #6) for their most important keyword and increased overall domain visibility by a factor of 4.

About AutoSuggest:

AutoSuggest exists since 2019 and manages autocomplete campaigns for over 200 customers. Our clients include many small and medium sized firms but also international companies, large established firms, and consultancies. We built an extensive toolset around autocomplete marketing and can offer you everything your campaign needs from one source. A team of a bit over 20 dedicated consultants supports our clients with their campaigns.

All kinds of industries and products



New Website
Visitors



Get inexpensive
conversions



Reach
AdBlock users



Position your
brand