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HP Online-to-Store Case Study

HP Zooms in with Search to Drive Sales with a Specific Retailer

Google/APT
U.S., March 2011

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Key Results and Takeaways



Results

530% overall return-on-ad-spend for computing category (\$5.30 in sales for every \$1.00 of search media)

Search ads targeted to top 25% of markets based on specific store attributes produced **1,090% return-on-ad-spend** for computing category.

Takeaways

Branded and non-branded keywords were both significant drivers of traffic, reaching shoppers at all stages of the purchase process.

Product and position were key factors: higher-end models and higher ad positions were correlated **with elevated in-store sales lifts**.

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Campaign Details



Co-op Marketing

Co-op advertising is a key strategic marketing platform, where manufacturers such as HP partner with retailers to drive sales. Google can help advertisers build, manage and measure results of a digital co-op marketing program, targeted at the vast and engaged online audience.

Objective

Quantify the impact of an HP computing digital co-op search marketing campaign on in-store sales to make confident decisions about discretionary media and co-op budget allocation.

About the Campaign

HP partnered with a national retailer to launch the digital co-op program. The campaign was conducted for 4 weeks in 2010. Google partnered with Applied Predictive Technologies (APT) to evaluate the sales lift with high significance. APT has partnered with over 50 global 2000 leaders to test proposed initiatives, learn from results, accurately predict the impact of decisions, and maximize profits.

Test vs. Control Methodology

1. Geographically diverse test markets spread across the country were served Google search ads for HP branded terms and non-branded keywords. The control markets were not served search advertising related to these keywords.
2. To minimize noise, APT's software compares each test store's performance against a unique set of 10 control stores based on historical sales patterns, population density and geographic proximity.
3. Using APT's sophisticated analysis software, sales in each test store were compared to its control store group to determine the impact of paid search advertising on store and online sales.

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About Digital Co-op



How Digital Co-op Works

Shopper performs search, sees co-branded ad, and clicks on it

Google search results for "hewlett packard laptop computer". The search bar shows the query. Below it, a blue link for "HP Premium Laptops" is displayed with the subtext "www.Retailer.com/HP" and "Great Deals On Notebooks. Check Out Special Offers & Financing Today!".

Shopper is taken to branded experience on Retailer website and purchases products in-store or online

HP - Pavilion Laptop / Intel® Core™ i7 Processor / 17.3" Display / 6GB Memory / 1TB Hard Drive - Argento
Model: dv7-4190us 4.9 of 5
Now there's a notebook computer made for the way you play. In fact, the HP Pavilion dv7 comes with software that lets you start playing right out of the box.
Order online or in store

Benefits of Digital Co-op

- ✓ Reach millions of customers actively seeking relevant offers
- ✓ Merchandise 1000's of SKUs, targeting both mass and niche audiences
- ✓ Target specific stores or demographics
- ✓ Provide richer customer experience with extensive product information and interactivity
- ✓ Always on
- ✓ Extremely cost effective with accountable reporting

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