

SEARCHANDISE

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c a s e s t u d y : **TomTom** 

TomTom Navigates Online Product Placements

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to increase its click
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a 72% increase

Overview

GPS technology has become invaluable with increasingly mobile consumers and, in fact, has become the fifth best-selling consumer product category (source: NPD Group). With the industry heating up and the competition aggressively vying for market share, TomTom, makers of the world's most sought-after GPS car navigation units, needed a way to increase its exposure across the retail sites carrying its product line during the critical 2008 holiday shopping season.

TomTom Navigates Online Product Placements

With the goal of growing awareness, and ultimately, sales, TomTom's existing online advertising and paid search strategies were focused on reaching active buyers during both the research and consideration stages, and at point of purchase. Online advertising and paid search proved to be effective media for reaching potential buyers. The remaining challenge TomTom faced was making sure its products also dominated the search results on the retail sites where consumers would be making the purchase.



Searchandise Commerce Case Study

With 70% of product clicks occurring near the top of the site-side search results, TomTom needed a way to displace the competition and ensure its products appeared at the top of the search results at key retail outlets for anyone searching for GPS technology.

Working with their innovative search agency, MECi Search, a division of GroupM Search, TomTom turned to Searchandise Commerce, the first online retail network for product manufacturers and their distribution partners, to determine the best way for the company increase its product placement on retail sites like Circuit City and PriceGrabber. Searchandise Commerce provided TomTom with a first-of-its-kind solution that gave them the ability to attain premium placement across a network of leading retailers. TomTom's online advertising and paid search efforts delivered buyers to key retail sites, and Searchandise Commerce helped them dominate prospect attention once at the eStorefront.

With Searchandise, TomTom had all the tools to manage reach, rank and revenue through familiar paid search tactics, manage bidding, track click and conversion data, and enjoy the halo effect of having its products appear at the top of search results. Premium placement was also available to TomTom in general site search, on category and sub-category pages, in featured product listings or in paid placement showcases – wherever a retailer decided to deploy pay-per-click bids. In short, Searchandise gave TomTom the power to connect with consumers at the exact time they are researching their purchase, which proved to be incredibly powerful.

"Our goal is to help our clients maximize their search marketing strategy and by partnering with Searchandise Commerce, we were able to integrate site-side retail search into TomTom's overall search plan – the last piece of the SEM puzzle for product manufacturers." – Jeff Gores, Search Director, MECi.

Results: TomTom Sales 'Head North' for the Holidays

In the weeks leading up to the 2008 holiday season, TomTom deployed its first pay for performance campaign with Searchandise Commerce, and dominated key product listing areas on category front pages across major consumer electronics retail sites. In fact, TomTom products occupied six of the top 10 spots across CommerceNet, Searchandise Commerce's network of leading retail sites.

The company had ownership of the marquee product listings and had premier placements in product search results – oftentimes the first or second spot. During the campaign, TomTom was able to increase its click share from 18% to 32% -- a 72% increase, allowing them to displace competitive offerings whose products were featured less prominently in the search results.

"Leveraging Searchandise Commerce's online retail network was a natural extension of our successful online search strategy. Improving our placement within site-side search results enabled us to grow click share, displace our competition and appear in premium positions across a network of consumer electronics sites during our most critical sales season."

- Jeff Gores, Search Director, MECi

As a result of the company's searchandising strategy, TomTom converted thousands of browsers into buyers resulting in hundreds of thousands of dollars in incremental sales. Each product that was positioned as the first or second search result converted hundreds of additional browsers to buyers.

About Searchandise Commerce

Searchandise Commerce provides the first online media network for product manufacturers and their retail distribution partners. The company combines paid search tactics with in-store merchandising practices for application on the Web. CommerceNet, the company's network of retail and comparison shopping sites, offers manufacturers the opportunity to use CPC bids to heighten their position within search results and product listings across the network, and provides retailers the opportunity to merchandise, monetize and maximize their eCommerce efforts through HitList. At both ends of the spectrum, Searchandise Commerce's services are designed to engage prospects at the point of purchase to increase revenue and sales.

For more information on the company and its services, please visit us online or call us at the number below.