



Predicting
and Allocating
Holiday Budget by
Leveraging Past
Data

Client

An online marketplace of independent artists and designers.

Challenge

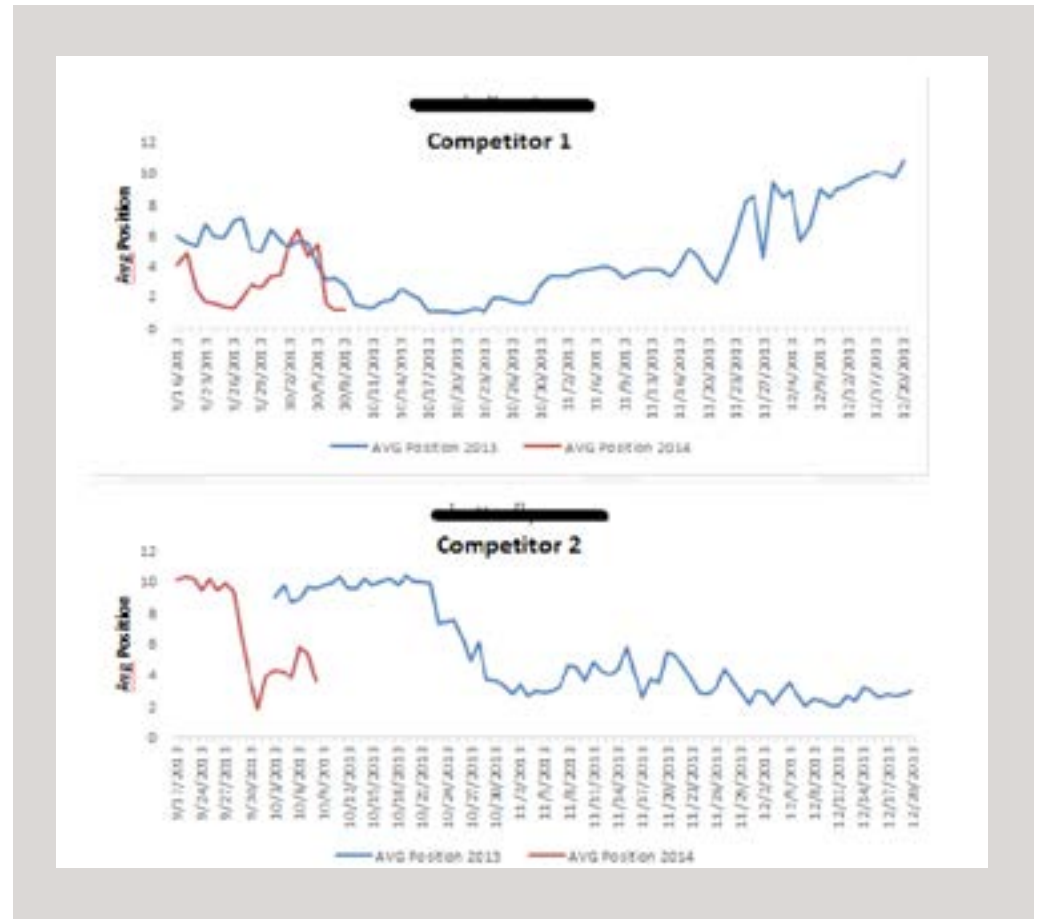
Use past seasonal data of competitors' positioning and higher CPCs to predict and allocate high-ROI holiday budget for paid search campaigns.



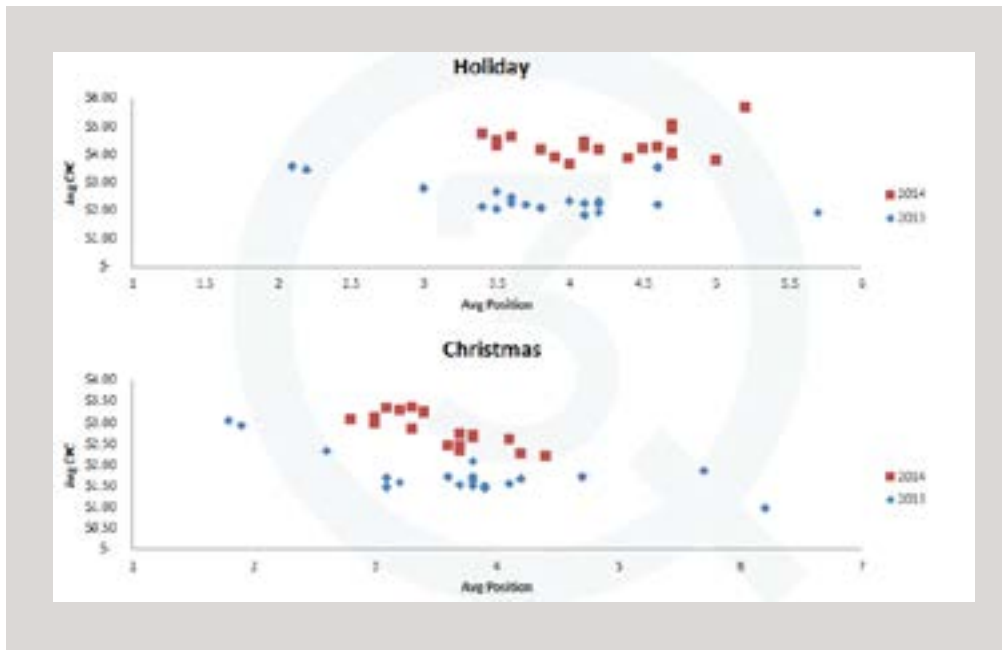
Solutions

Plan for Auction Positioning and Allocation

We charted average ad position for competitors for the same time periods in 2013 and 2014:



One of the competitors above entered the auction earlier than in 2013; the other is showing signs of ramping up budget at an earlier point compared to last year. Because of the increased competitive pressure, we have seen our CPCs rise relative to average position:



We took that information to adjust investments based on the auction landscape. By being able to predict which auctions were more impacted, we can adjust our budgets to maximize performance.

Results

Through the first month of adjusted campaigns, and comparing data from the same time period in 2013, we reduced CPA by 12% in our “Christmas” campaign and by 20% in our “holiday” campaign. While CPCs in those campaigns increased by 48% and 73%, respectively, we increased conversion rates by 66% and 117% to more than justify the increased bids. As we continue to monitor the changing competitive landscape, we can reassess and reallocate investment to stay one step ahead of the competition.





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