

Generating A Higher **ROAS**

With **Conversion Content**



The Test

Paid search is more than just a bidding strategy. Maximizing return on ad spend (ROAS) requires optimizing two important ratios: average order value and the conversion rate. In early 2020 eZdia worked with a midwest healthcare eCommerce site and conducted a side-by-side paid search test with the goal of trying to drive up the conversion rate and ROAS by adding compelling product content to the page.

The test design threw out both the best and worst performing pages in favor of “average products to the site. This pool was then randomly distributed in order to generate both a test and control group. The client’s site overall averaged just about a 1% conversion rate but they struggled to eek out more than 0.6% conversion rate out of their paid search campaigns.

The Content

Traditional product content may well be descriptive but good content needs to check a few different boxes. It should be organically optimized to acquire searchers, it should engage the searcher and hold their interest and finally it must provide all the information and motivation required to convert the searcher into a customer.

Content generation included both keyword, product and customer research along with extensive competitive content research, in order to design page specific content strategies. No changes to photography or other page design elements were tested.



The Results

The results are based on four months of data that included a surge in activity for healthcare supplies. Despite some notable stockouts, conversion rates for the company lifted overall for the company during the latter half of the test. Nevertheless, by using a control group we were able to isolate the benefit of the new product detail page content.

We delayed the test by a few months in order to make sure the paid search campaign was stable and mature in its design before we started to manipulate the content.

The campaign generated about 3 million impressions and 30,000 clicks over four months. The pages with conversion content had a slightly better click through rate of 1.08% instead of the control group's 1.00%.

The first surprise we saw was the average order size for the test group was only about \$100 and just two-thirds of an average for the site as well as the control group. We didn't see any link between the content test and the average order size so we largely ignored the fact that the two sides of the test were slightly unbalanced.

The big surprise was the strength of the lift in the conversion rate. While the larger control group clung to its traditional 0.61% conversion rate we saw the pages with conversion content increase to 2.25%. Despite the lower AOV the campaign's ROAS was lifted from 4x to just under 9x as a result of this campaign.



Conclusions

Search engine marketing needs to work on many levels to be profitable today. At a time when eCommerce investment is rising, the competition for clicks is intensifying and that's directly reflected in both the cost-per-click bids required and the overall under achievement in ROAS goals. Testing content strategies as a means of driving up the conversion rate brings the techniques Sales Reps use to close customers in face-to-face situations. Bringing that same intelligence to the product content clearly can improve overall profitability.

About eZdia

When eZdia first began in 2012, “organic content” was only used by the most sophisticated eCommerce sites. The company quickly established itself as an eCommerce specialist that helped companies profitably scale their content requirements.

The company's early clients, Amazon and Walmart, helped accelerate eZdia's understanding of how to deploy content so that it doesn't just generate organic search traffic, but generates SEO-driven transactions. Along the way the data clearly showed that incremental eCommerce content, when done right, doesn't just drive organic traffic, but it drives better conversion rates from all customer acquisition channels.