



ezdia

Paid Search Profitability Techniques

eCommerce Conversion Rates Spike by Adding One Element

CASE STUDY

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The paid search landscape has changed a lot in the past year. While the pandemic helped to accelerate eCommerce growth, sites have reacted by increasing their digital marketing budgets. While eCommerce sales accelerate, digital marketing budgets appear to be growing at twice the growth of sales.

As the paid search market floods with new investment, we're likely to see an increase in the average cost-per-click and corresponding decrease in the return on ad spend (ROAS). Thus, this growth has the potential to make paid search more volatile in the months ahead.



Paid Search Profitability

In times of rising costs, it's important to focus on the efficiency of a website to either convert visitors at a higher rate and/or develop techniques to increase the average order size. All other roads lead to profit challenges.

This case study isolates a single content technique that is little more than an incremental paragraph that's designed specifically to raise the product's conversion rate (Orders / Sessions or Visits).



Conversion Content

Read any book about Sales techniques and you'll immediately notice that something is missing from most eCommerce product pages.

A traditional face-to-face Sales interaction typically begins with a description of the product (features), some demonstration of the value those features will bring (benefits) and then a good Sales Rep will shift gears and start asking questions of the Prospect (probe). Probing is designed to uncover objections to purchase so that the Sales Rep can overcome those objections and finally close the sale.

Most eCommerce pages stop well short of this approach. A typical product page lists the features and benefits of a product and then presents a big BUY button. Of course it's impossible to properly "probe" using eCommerce techniques, but Conversion Content uses the credibility of product reviews to both identify and overcome the most likely objections.



eZdia Methodology

As credible as Customer Reviews are on the product page, they are equally difficult to digest. Customer Reviews typically lack organization and are time consuming to wade through.

We started by ingesting all product reviews both from our client's site as well as from their competitors' sites. The goal was to get a complete picture of the product and gauge the product's strengths and weaknesses. We log, categorize and score every review in order to identify the most likely conversion obstacles.

Once the conversion blocker is identified, Conversion Content summarizes the review consensus about the conversion blocking issue. The writing proactively raises the most likely objection and then using a journalistic writing style summarizes the review consensus to give the reader confidence.

On the page, Conversion Content fits below Features & Benefits but above the detailed review section.



Conversion Results

We ran a small sample test of 200 products. We randomly split them into two groups that we called test and control. We added a Conversion Content paragraph to 100 pages and left the pages in the control group untouched. We added all 200 products to the client's paid-search program and attempted to drive traffic equally to both groups.

We collected eCommerce analytics for both the two month period prior to adding the Conversion Content and then measured the two month period after adding the content.

While the Control Group saw it's conversion rate (orders divided by sessions) increase from 0.95% to 1.1%, the Test Group saw it's conversion rise from less than 1% to over 3.6%.

To be sure, this is only a small sample test, but seems to clearly demonstrate the relationship between content and conversions. The entire program cost a tiny fraction of the paid search budget to test and ultimately had a significant impact on the client's paid search bidding strategy.

The power of improving the conversion rate, even by small amounts, can have a powerful impact on the math of paid search results. For example, a product that averages cost-per-click of \$0.50 each that typically converts at 1% has an acquisition cost of \$50. A quarter of one percent improvement to 1.25% reduces the cost per acquisition down to \$40. Alternatively, in times of rising CPCs, this same increase will support a 25% increase in CPCs while maintaining a \$50 acquisition cost.



Summary

As paid search costs increase and return on ad spend (ROAS) falls, sites should look for strategies that improve the product's ability to shoppers into buyers. Leveraging objection handling techniques by elevating the most important review content is an excellent way of improving conversion rate and paid search profitability.