CONTENT SYNDICATION CASE STUDY
aka Advertising as a Consumer Service
WHEN CONSUMERS USE DIGITAL CHANNELS, THEY SIGNAL NEEDS, DESIRES AND INTENT
CONSUMER SEARCH QUERIES PROVIDE RICH OPPORTUNITIES TO INFORM ALL ADVERTISING CHANNELS

- **Website content**
  - Increased organic traffic
  - Increased engagement

- **Advertising content**
  - Higher relevance scores
  - Lower CPMs

- **Media Insights**
  - Paid search synergies
  - More efficient distribution

- **Product dev. opportunity**
  - Product development opportunities
  - Packaging adjustments
Observed Consumer Behavior:
- BCM determined that keywords related to “how to insert a tampon” were getting ~50,000 searches per month.
- Consumers making such a query were highly likely to be within Playtex Sport’s target audience of young women.

Content Strategy Optimization Test:
- BCM implemented a website content test designed to determine whether Playtex Sport could engage consumers making these queries.
  - As a result, organic website traffic to our new page increased by a sustained 115% and ranks #1 for primary focus terms.
  - New users to the site increased over 100%, increasing awareness and relevancy of the brand amongst the core target audience.
  - The value of the increased sessions per month was approximately $23,000* in paid search traffic. This enabled a redeployment of budget dollars to other important areas.

*based on AdGooRoo reporting of $1.70 CPC
Scaling Insights to Broader Targeted Audiences

- The integrated Search and Social Media team at BCM applied the SEO insights to paid social media content in the form a video link post.
- The “How To” social media post achieved very high Relevance Scores, driving down CPMs and surpassing CTR benchmarks by 192%, at approximately half the anticipated cost per click.

Continue to Scale

- The success of the social media post suggested that the development of a “How To” YouTube video would be well worth the video production costs.
- Consumers exposed to the new YouTube video proved nearly 2x as likely to view deeper into the video than any other video that we promoted that year.
- Use search insights to inform Media and Production Strategy.
A JOURNEY OF 10,000 MILES BEGINS WITH A SINGLE STEP

CPG and Personal Care companies often lament their lack of FIRST-Y-PARTY data to help with audience discovery and planning. Leveraging consumer intent data through search and social listening, building relevant content and then tracking consumer engagement, is a highly effective method to begin building a First-Party data asset.

First-party data is nothing more than consumers signaling their intent through their actions, behaviors and interests. This data can come into your marketing systems a number of ways, both explicitly and implicitly. Most commonly, this data is captured through website and app interactions.

GET CRACKING! There are no short cuts...in life or in marketing.