

PAID SEARCH SUCCESS

Non-Brand Search Drives New Line of Business

Gap Inc.

“The strong results of the Range Online Media managed non-branded search campaign helped us surpass our goals for driving targeted traffic to our maternity business. They also provided a solid foundation for an expanded search effort in this category amongst the other brands in our portfolio.”

Nick Sheth
Director of Business Development

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BACKGROUND

Range Online Media initiated a strategic partnership with Gap, Inc. Direct in August of 2008. Gap, Inc. Direct is the online direct division of Gap, Inc. and markets four retail brands: Gap, Old Navy, Banana Republic and Piperlime.

CHALLENGE

Drive incremental sales for Gap Maternity line of business through the paid search channel and prove effectiveness of non-brand search.

STRATEGY

Range Online Media re-vamped a former Maternity campaign to add Medela products and terms, as well as focus on search relevancy to click traffic via campaign structure.

- » Broad terms drove awareness and new customers to the Gap-branded Maternity line and Medela products
- » Additional copy messages better qualified clicks by targeting key attitudes & interests of new and expecting mothers
- » Over 300+ negative keywords introduced around maternity and pregnancy items
- » Landing pages updated from general, broad category to product-specific for increased relevancy
- » Bidding methodology took into account various factors – search volume, ROAS performance, revenue volume, and conversion rate

RESULTS

Through strategic campaign structure and optimization methodology, Range Online Media was able to successfully achieve Gap, Inc. Direct's goals to grow the Maternity line of business via non-brand paid search at the highest efficiency.

- » **ROAS achieved was 35% over goal** and 2x average non-brand search ROAS
- » **ROAS increased month-over-month an average 24%**
- » **Cost-per-click declined month-over-month an average 24%** as a result of Range Online Media's heavier up-front bidding methodology

R A N G E

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