

UTILIZING SLOW SEASONS FOR GREATER EFFICIENCY

93% increase in exposure on “NutriSystem” brand terms

nutrisystem®

“Range Online Media is not just our search marketing partner. They are a trusted extension of our marketing team that provides a sophisticated analytics tool set, a deep understanding of the marketplace and a tireless work ethic. Since we began working with Range Online Media, we have not only experienced customer acquisition growth, but have also captured higher quality and better converting customers.”

Brad Wilson
Director of E-Commerce

BACKGROUND

NutriSystem, a leading weight loss program based on quality food and a nutritionally balanced meal plan began working with Range Online Media in August 2007 to maximize online orders through paid search advertising.

CHALLENGE

Moving into the slower diet season (Q4 08), NutriSystem wanted to maintain YOY share of voice and order volume while promoting campaign efficiency to carry them into the busy January season.

STRATEGY

Knowing that the average CPC and marketplace would continue becoming more competitive, Range Online Media was charged with finding efficient ways to counter the industry trends through:

- » Monitoring affiliate bidding on branded terms to reduce brand CPC
- » Ad copy testing for maximum click through rates (CTR)
- » Account organization adjustments to increase ad relevancy

RESULT

The goal of maintaining YOY share of voice and order volume while promoting campaign efficiency was achieved through a combination of strategic campaign management and continuous optimization:

- » **14% increase in order volume**
- » **93% increase in exposure on “NutriSystem” brand terms**
- » **31% decrease in cost per order (CPO)** in months where CPO typically increases by 12% month over month
- » **21% decrease in overall media investment**
- » **79% increase in CTR** (achieved through extensive creative testing and account organization changes)
- » **32% increase in click traffic**
- » **40% decrease in average CPC** (gained through monitoring affiliate bidding on branded terms and the addition of long tail non-branded terms)
- » **40% decrease in branded CPCs**

R A N G E

::: INTEGRATED ::: SEARCH ::: STRATEGY

www.RangeOnlineMedia.com // sales@rangeonlinemedia.com // 817.625.4157