



otto group

IMPROVING VALUE FROM SEARCH ENGINE MARKETING

“Endeca saves us a huge amount of time in maintenance of our search engine marketing campaigns and also gives us much higher conversion rates for shoppers referred from our search partners.”

— John Veichmanis,
Head of eCommerce,
Otto UK

SEM leapfrog

Otto Group, the world’s second-largest online retailer, knew it was paying too much per click and not reaping enough value from its pay-per-click and search engine marketing (SEM) campaigns. So Otto purchased Endeca to optimize SEM and enable online growth. Endeca met the challenge, driving a conversion rate increase of 118% for SEM-referred customers.

Endeca also makes upkeep of SEM campaigns less onerous and costly for Otto. Instead of generating and maintaining by hand lists of all deep links related to keywords that customers might enter into partner search engines, Endeca automatically parses keywords from Otto’s search partners, creating a complete list of deep links for every keyword. The result is less work for Otto and a better experience for its SEM-referred customers as a search for “sweaters” will automatically bring them to a dynamic “sweater store” with more appropriate results. This has radically improved, and reduced Otto’s cost per click.

Otto plows the savings generated through optimized SEM back

into marketing efforts with its search partners to further grow site traffic and revenue. With overall online sales up 50%, the strategy has indeed fueled growth and allowed Otto, a late arriver to the online retail game, to leapfrog its competition.

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