

# Search & Social Relationship On Conversion



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# Where Does the Path to Purchase Start?

18%

Social Media

Referral authority

24%

Company Sites

58%

Search Engines

Quality, scale, ease of use

Source: *The Virtuous Circle: The Role of Search and Social Media in the Purchase Pathway*, February 2011

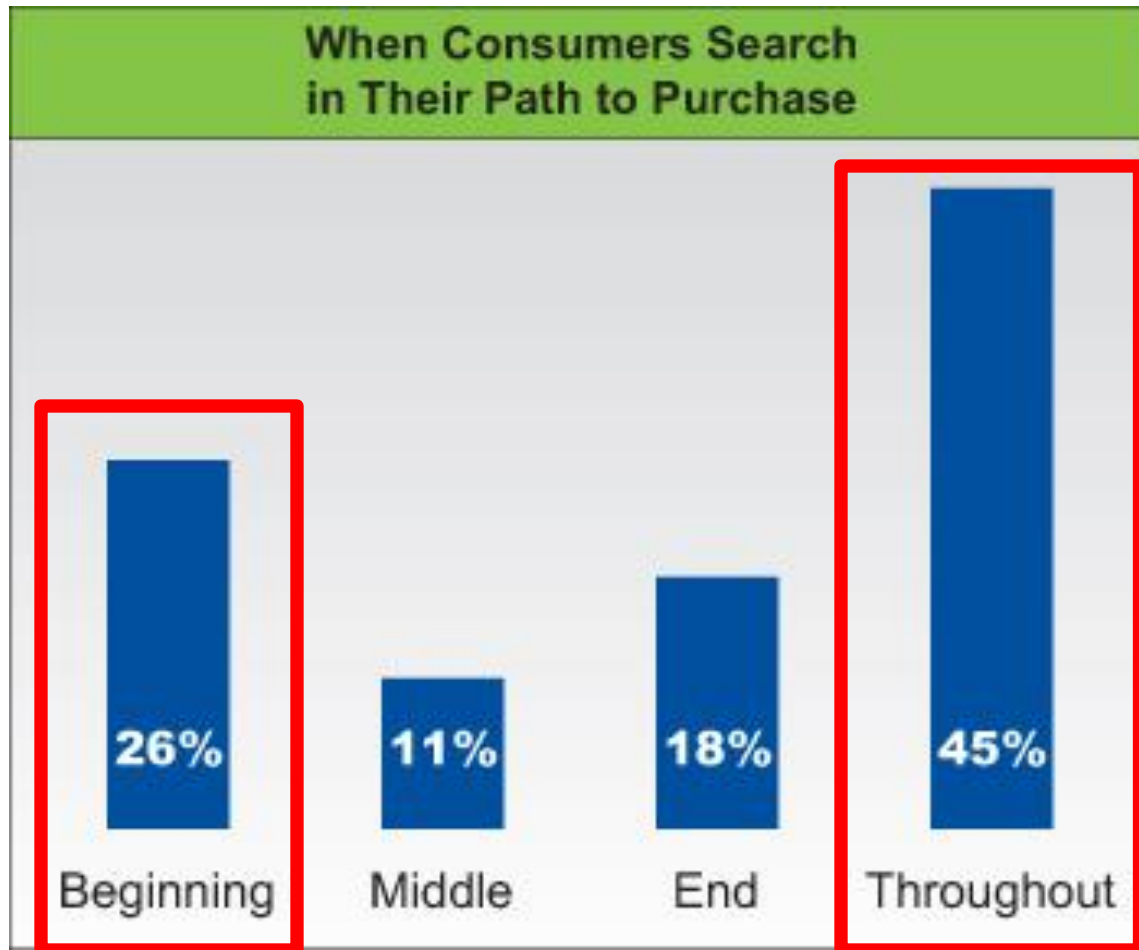
# Ubiquity of Search

86%

Turning to/ Use of search is somewhat /very important

*Source: The Virtuous Circle: The Role of Search and Social Media in the Purchase Pathway, February 2011*

# Ubiquity of Search



Source: *The Virtuous Circle: The Role of Search and Social Media in the Purchase Pathway*, February 2011

# Channel Used to Convert

Search: 51%

Social: 1%

Search & Social: 48%

# Consumer Intention Revealed

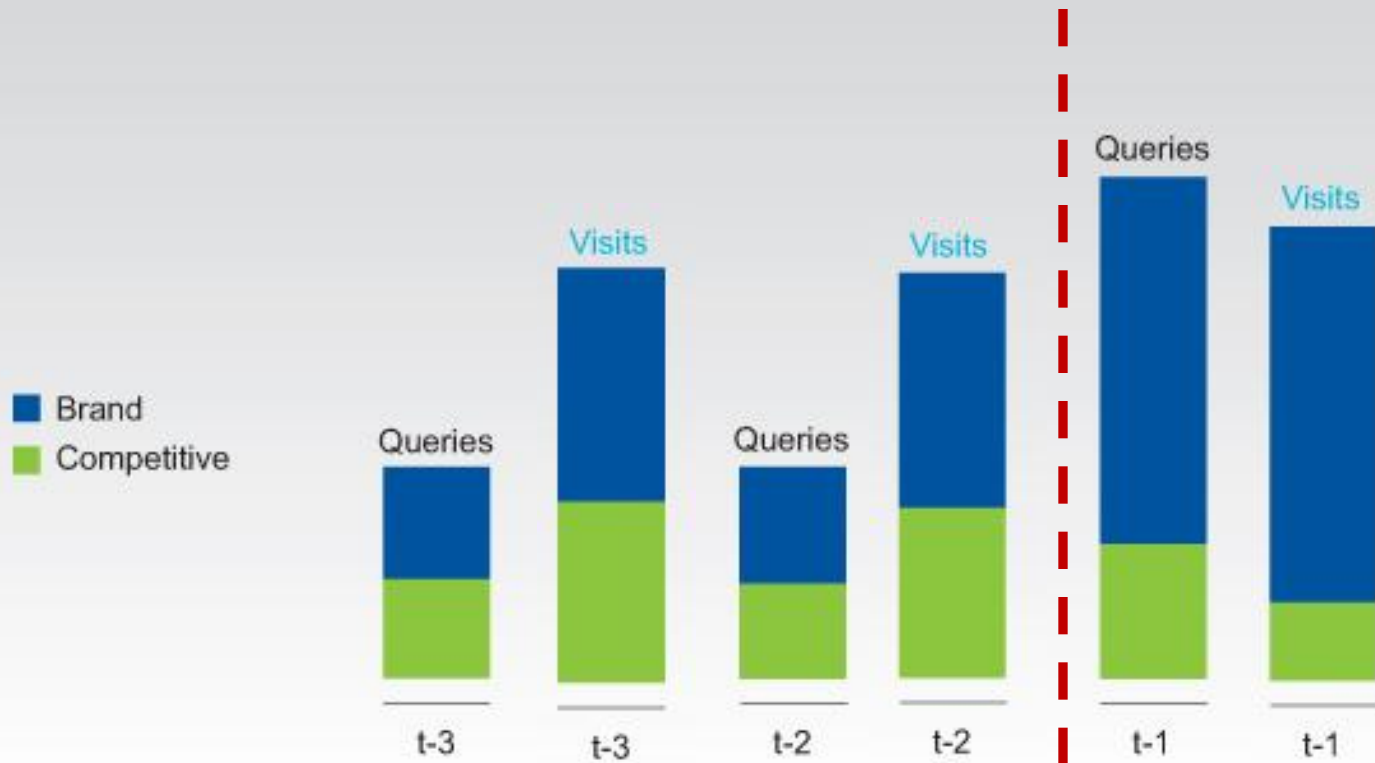


Usage of search and social media channels **accelerates as consumers get closer to conversion**

Source: *The Virtuous Circle: The Role of Search and Social Media in the Purchase Pathway*, February 2011

# The “Late Kick”

## End Stage Query & Site Visit Growth



Source: *The Virtuous Circle: The Role of Search and Social Media in the Purchase Pathway*, February 2011

# Path to Conversion

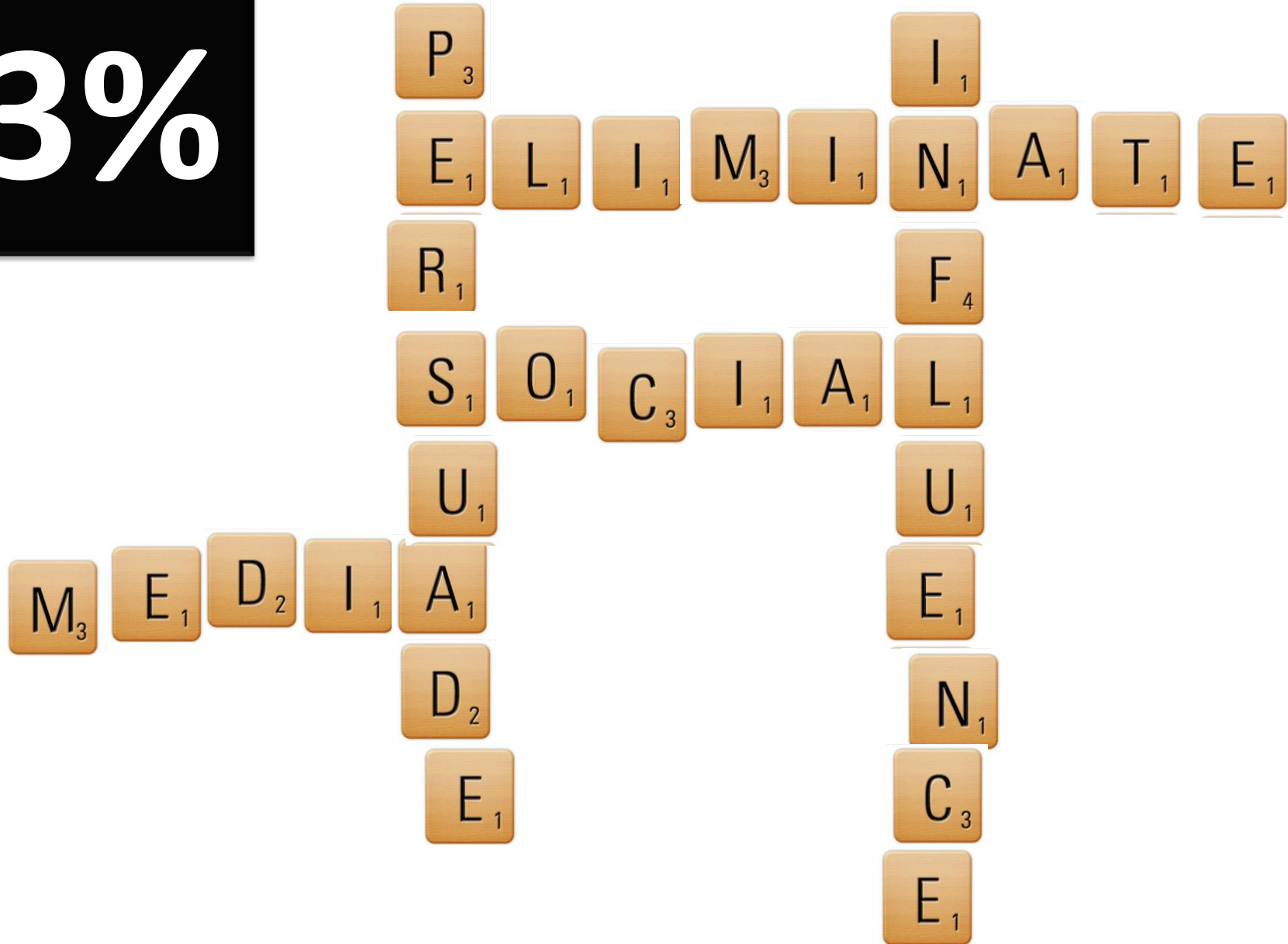




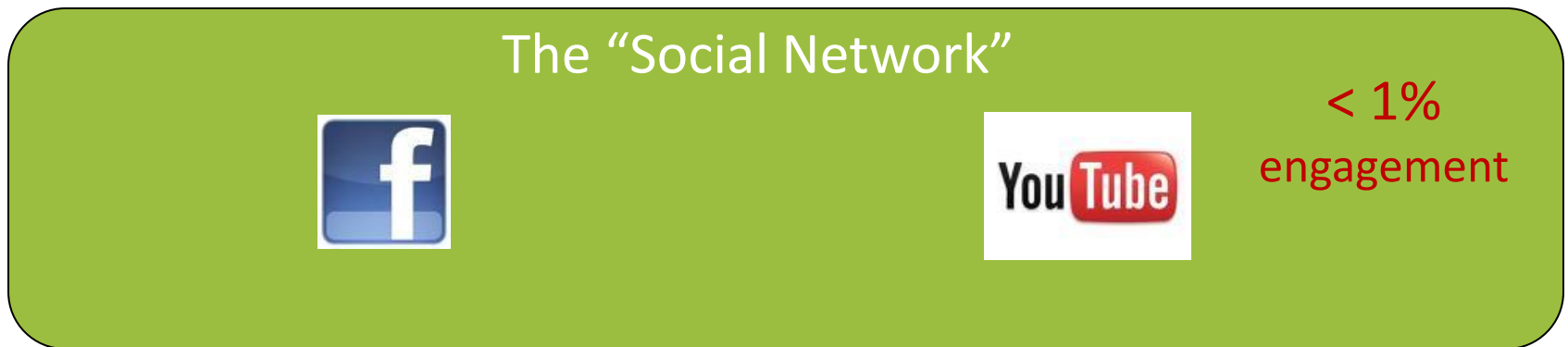
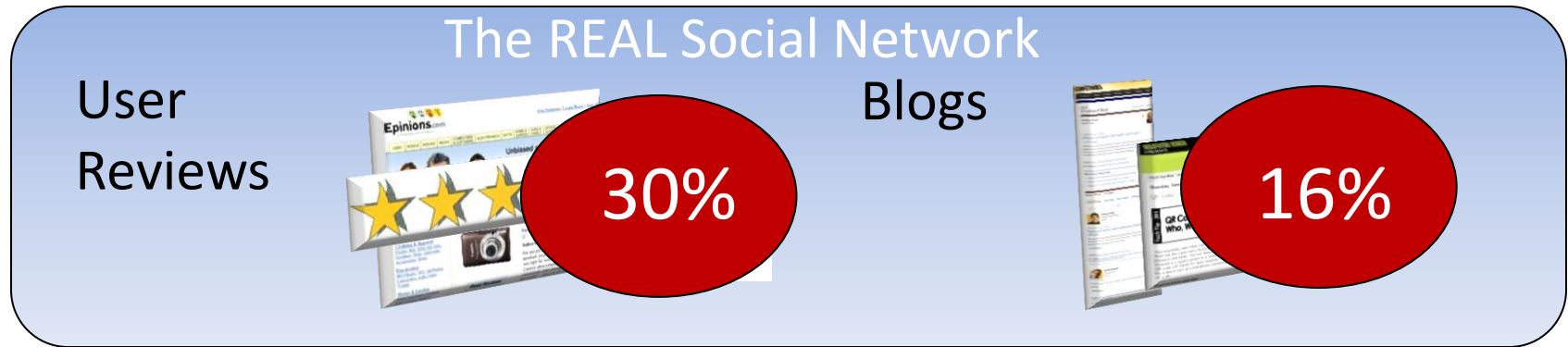
# # 1 Motivator for Social

*Source: The Virtuous Circle: The Role of Search and Social Media in the Purchase Pathway, February 2011*

33%



# Earned Social Media Reaches Converters



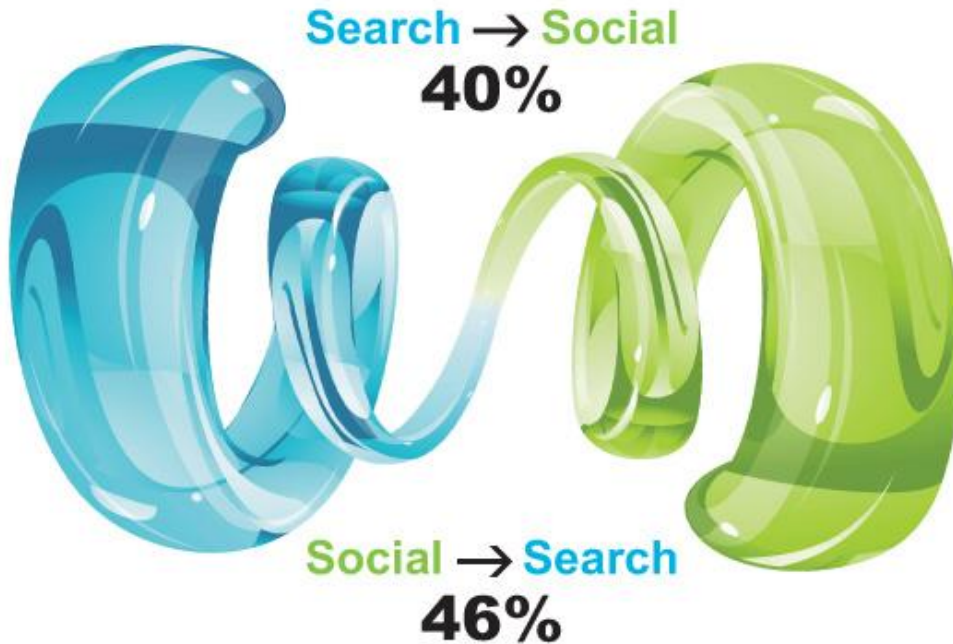
Source: *The Virtuous Circle: The Role of Search and Social Media in the Purchase Pathway*, February 2011

# Consumers Want A Social Connection Post Purchase



64% Likely  
to Follow

# Information and Affirmation

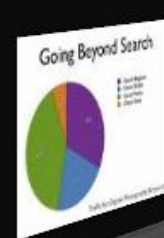
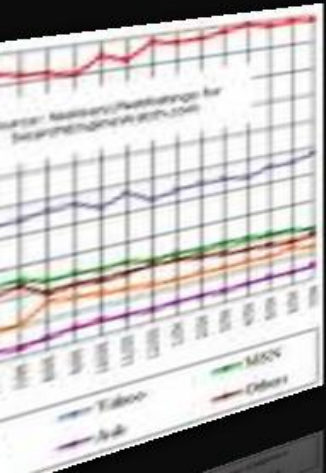
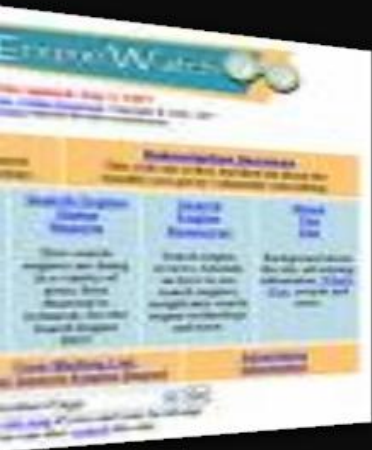
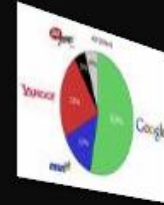
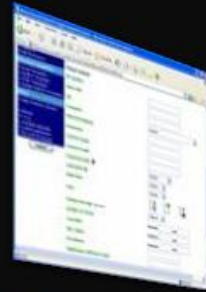
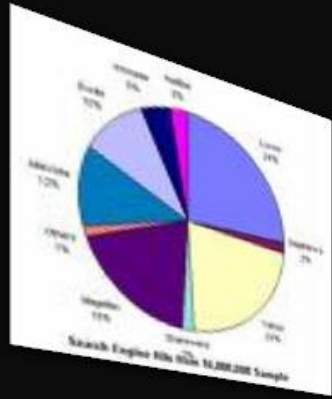


Source: Custom research study with GroupM Search and comScore: "The Virtuous Circle: The Role of Search and Social Media In The Purchase Pathway," February 2011.

25% → Stimulus for jumping from one medium to the other was the ability to learn more

Nearly 70% → Search & Social make me feel more confident in my decision

# Case Study: Search & Social Integration

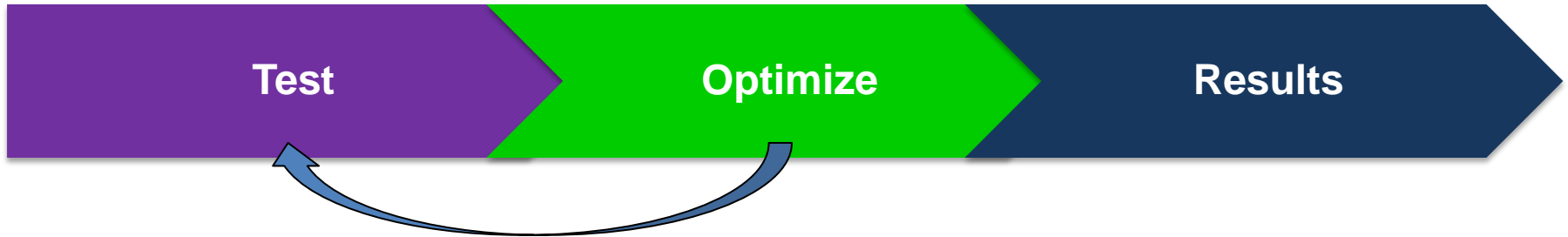


# What If...

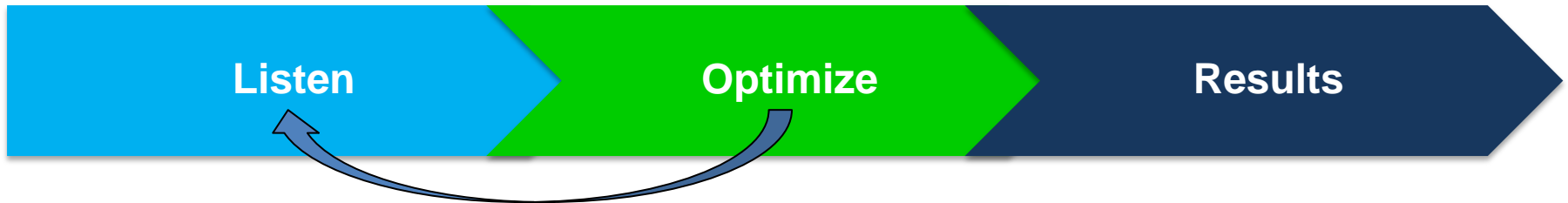
We take insights from  
social monitoring and apply  
these insights to paid  
search activity

# Enhanced Optimization Approach

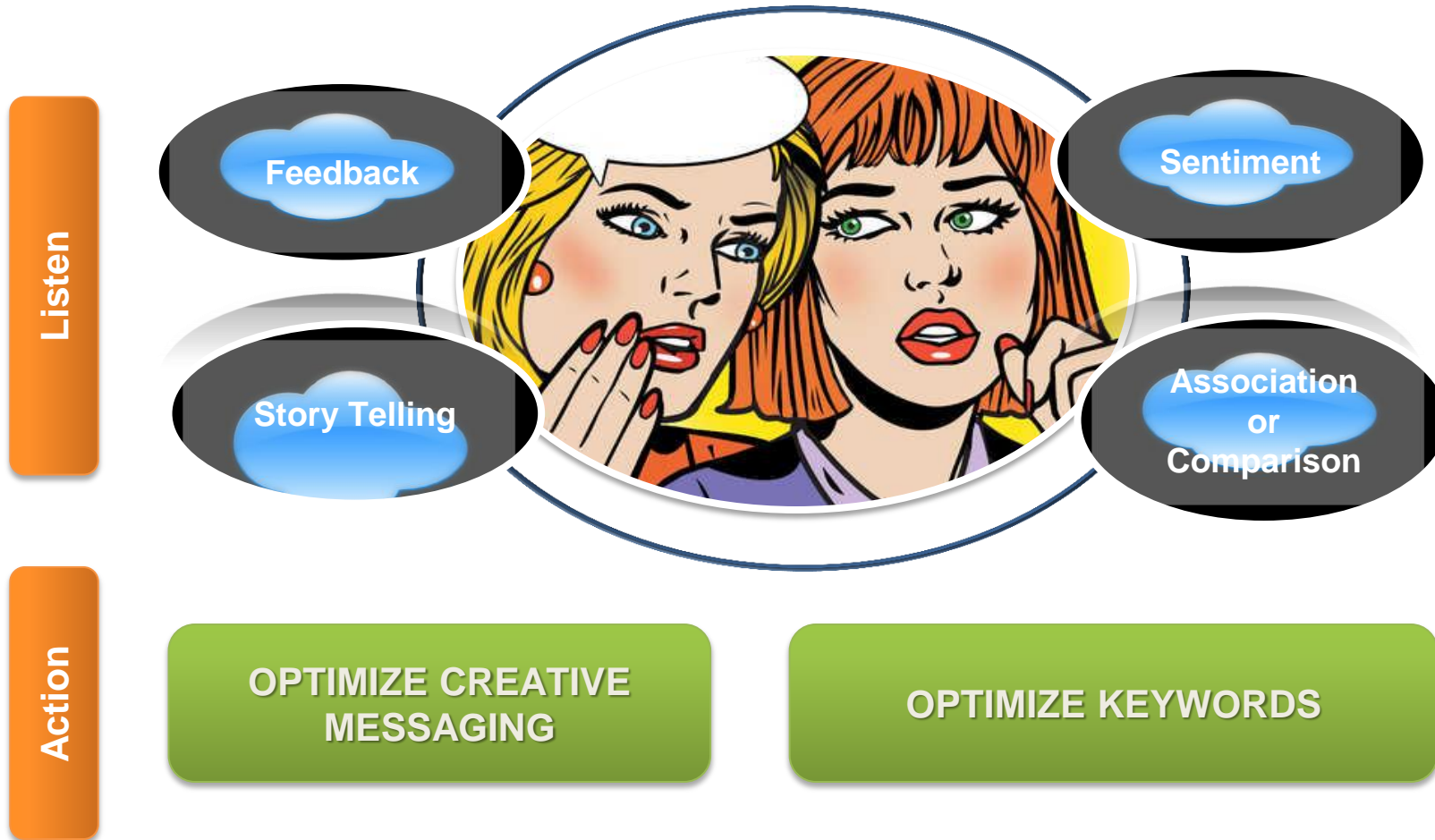
## CONVENTIONAL : Paid Search Optimization Approach



## ENHANCED METHOD: Paid Search Optimization Approach



# Delivery Model - What We Do



# Enhanced Optimization - English

Improved CTR and CPC results when we listen and then action

## Examples

### Laptop A: Creative Copy Optimization

#### Listen = Insight

Audiences talked about wanting a design that looks like a Mac

#### Optimize = Action

Optimized creative copy from a thin and light to a style and design focus

#### Result = Winner

Result:  
CTR improved by 95%  
CPC reduced by 11%

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### Laptop A: Keyword Optimization

#### Listen = Insights

Laptop A comparison was always with Apple

#### Optimize = Action

Focused competitive keywords to Apple keywords only

#### Result = Winner

Result:  
CTR improved by 100%  
CPC reduced by 16%

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### Netbook: Creative Optimization

#### Listen = Insights

People were talking about wanting an easy to type keyboard in their netbook and how they use netbooks (emailing, internet surfing)

#### Optimize = Action

Focused copy from small & portable to comfortable keyword and internet connectivity capability

#### Result = Winner

Result:  
CTR improved by 15%  
CPC reduced by 33%

# Enhanced Optimization Results - China

Improved CTR and CPC results when we listen and then action

## Examples

### Laptop A: Creative Copy Optimization Baidu Keywords

#### Listen = Insight

Audiences talked about wanting a Laptop that is Stylish designed and Excellent Display

#### Optimize = Action

Optimized creative copy from a Entertainment notebook to a Style and Display focus

#### Result = Winner

Result:  
CTR improved by 9%  
CPC reduced by 31%

### Laptop A: Creative Copy Optimization Baidu Brandzone

#### Listen = Insights

Audiences talked about wanting a Laptop that is Stylish designed and Excellent Display

#### Optimize = Action

Optimized creative copy from a Entertainment notebook to a Style and Display focus

#### Result = Winner

Result:  
CTR improved by 13%

# Enhanced Optimization - SEA

Improved ROI when we listen and then action

## Examples

### Creative Copy Optimization: Promotion Message

#### Listen = Insight

Audiences talked about the various promotion from retailers. But the highest discussion is from the retailer with Exclusive promotion

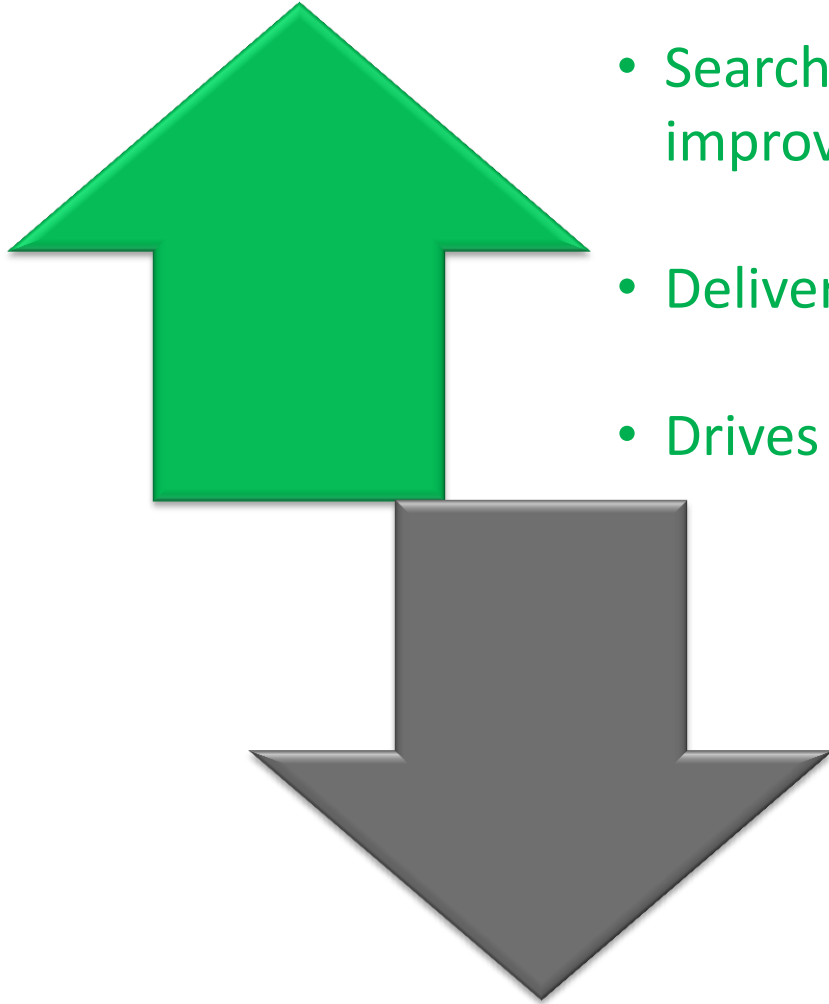
#### Optimize = Action

Optimized creative copy from a simple promotion message to highlight client online exclusive promotion.

#### Result = Winner

Result:  
**ROI improved by 62%**  
**Revenue improved by 26%**

# Benefit of Search & Social Optimization



- Search and Social optimizations drives improved results 70-80% of the time.
- Delivers enhanced customer insights
- Drives revenue & improved ROI

- Takes the guesswork out of the optimization process.
  - Cuts testing time by 50%
  - Cuts testing cost

# Insights to Actions

## KEY CONSUMER FINDINGS:

- They start with an 'intent'
- Go through a lengthy purchase process with many touch points
- Use both channels to enhance their process and ultimately affirm their decision



# Insights to Actions



## KEY SEARCH FINDINGS:

- Consumers start here
- Used throughout and more at start of purchase pathway than previously believed
- The Late Kick signals a consumer shift in buying actions

# Insights to Actions



## KEY SOCIAL FINDINGS:

- Refines the buying process through perception changes and brand elimination
- Earned social is integral part of the decision process
- Consumers want to connect with brands after the sale

# RETHINK

THE OPPORTUNITY

Always On Search + Social



# Whitepaper: [GroupMSearch.com/Research](http://GroupMSearch.com/Research)

