

**LINKTAS Report: Actionable  
Insights on Paid Search**

*Women & Girls Swimwear: Zeroing-  
In on Profitable Swimwear Product  
Attribute Combinations for Long-Tail  
SEM Optimization*

July 30, 2013

*Background: This report is based on an analysis of search queries from Adwords campaigns that ran for a pure e-commerce website (no retail stores) selling swimsuits for women and girls. The 10,281 distinct queries in the analysis were generated from 1,521 keywords, reflecting minimal long-tail optimization for the brand new website's campaigns over a 9-month period.*

*The purpose of this analysis is to provide apparel industry search marketers with insights on structuring profitable campaigns by focusing on long-tail keyword optimization. Metrics on combinations of different product attributes found in the search queries are reported to help guide overall account structuring and bidding.*

## **The Apparel Path to Conversion**

The query data generated from the keywords reflects the spectrum of stages for shoppers in the buying cycle. While most impressions and clicks originate from broad (and relatively expensive) keywords like “women’s swimwear,” a large percentage of conversions (and profitability) come from long-tail searches containing one or more product attributes like brand, style, color, size, price. For purposes of this report, we are roughly categorizing long-tail searches as those containing 2 or more product attribute related words in the search query.

The table below defines the specific product attributes and accompanying keywords in the search queries that were used in the analysis.

<b>Product Attribute</b>	<b>Attribute Terms in Query</b>
Brand	<i>Anne Cole, Becca, Raisins, InMocean, Lucky Brand, Leilani, Island Soul, Breaking Waves, Suit Yourself, Control</i>
Style	<i>Bikini, Bandeau, Tankini, One-Piece, Monokini, Push-Up, Halter, Ruffle</i>
Color	<i>Black, Red, White, Green, Blue, Silver, Gold, Navy, Teal, Neon, Yellow, Pink, Brown, Orange, Purple, Grey</i>
Price	<i>Sale, Cheap, Discount, Clearance</i>
Size	<i>Small, Medium, Large, XL, Petite, Size, Plus Size</i>

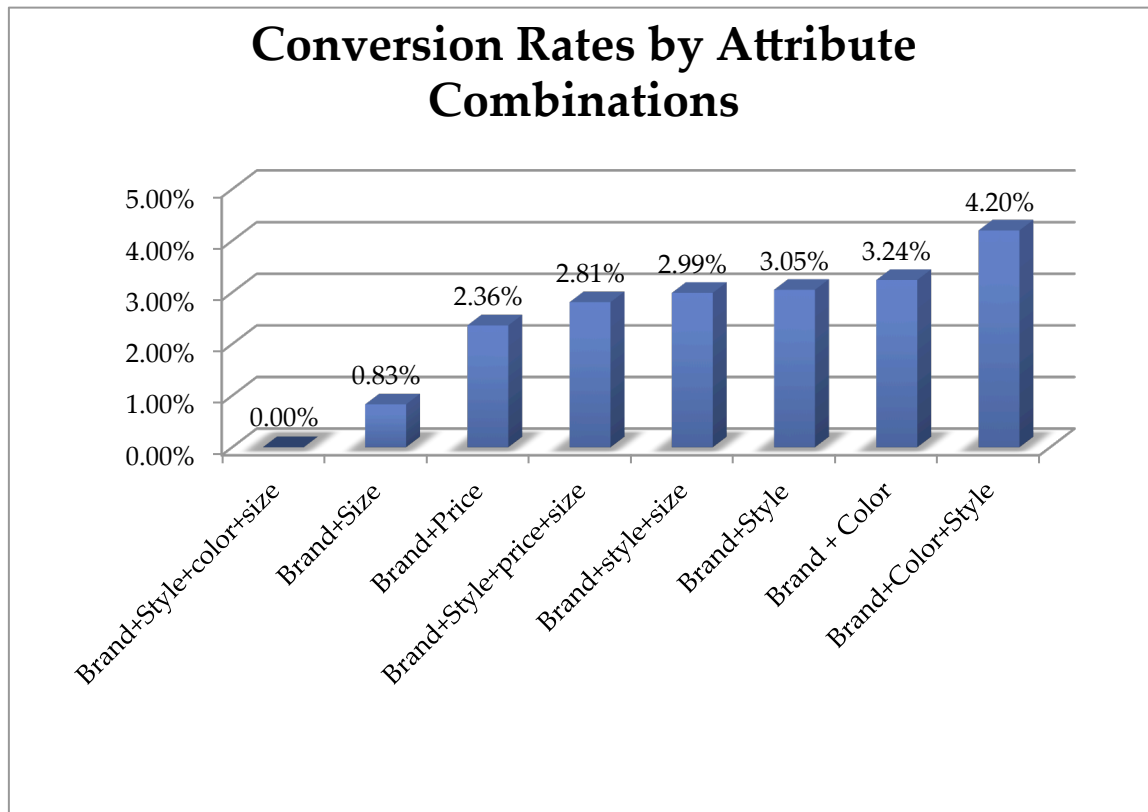
By analyzing the occurrence of these attributes in queries, we were able to identify the most profitable keyword combinations on which a search marketer should focus for purposes of increased segmentation and proper alignment of text ad copy and landing pages.

Of course, with any SKU-heavy website, the marketer must assess the quantity of available selection among product attribute combinations. High quantity of selection is a prerequisite for online success. For example, someone shopping for “yellow size 10 bikinis” would be unlikely to purchase if they were sent to a page with only 2 choices—anything below 8 is unlikely to convert particularly for non-brand searches. Look for automated solutions that automatically stop displaying ads when inventory falls below a prescribed benchmark.

## Brand + Attribute: Highest Conversion Rates, Lowest CPA

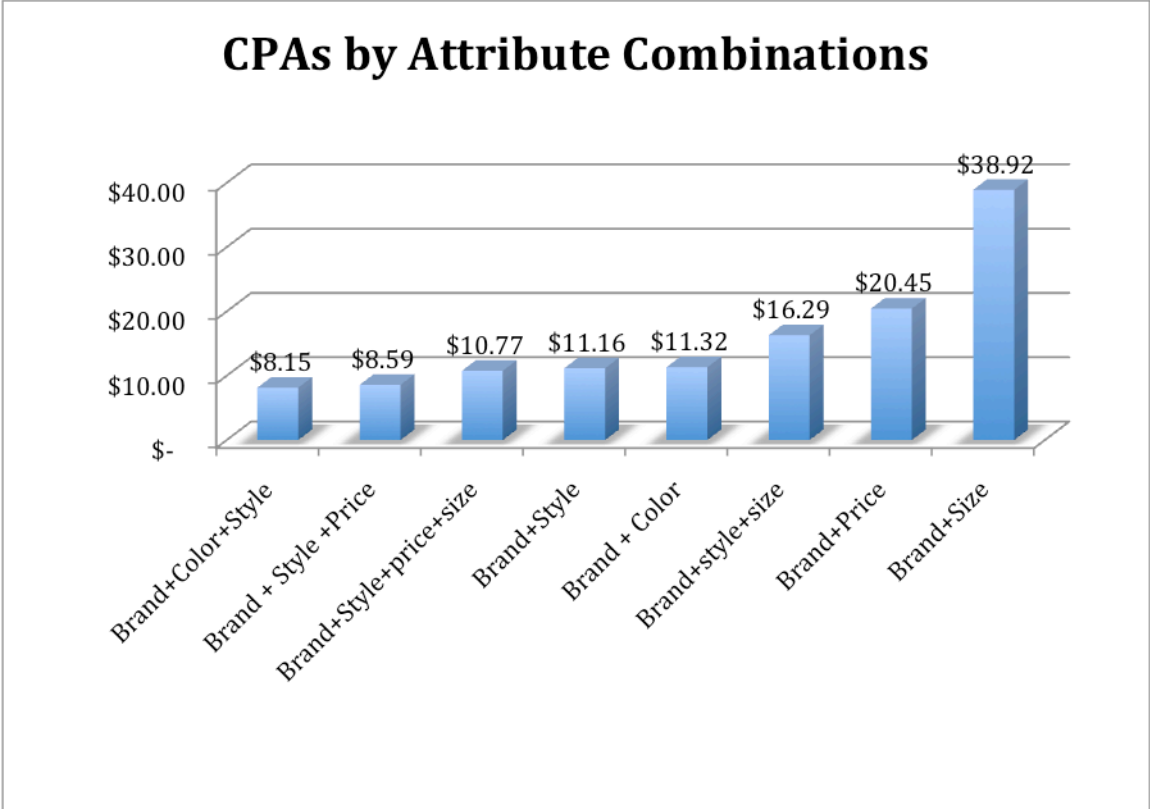
Not surprising by any means, queries containing brand terms had the best performing overall metrics. A deeper dive into the brand queries reveals how the addition of multiple attributes in the search query impacts overall results.

### Swimwear Search Queries



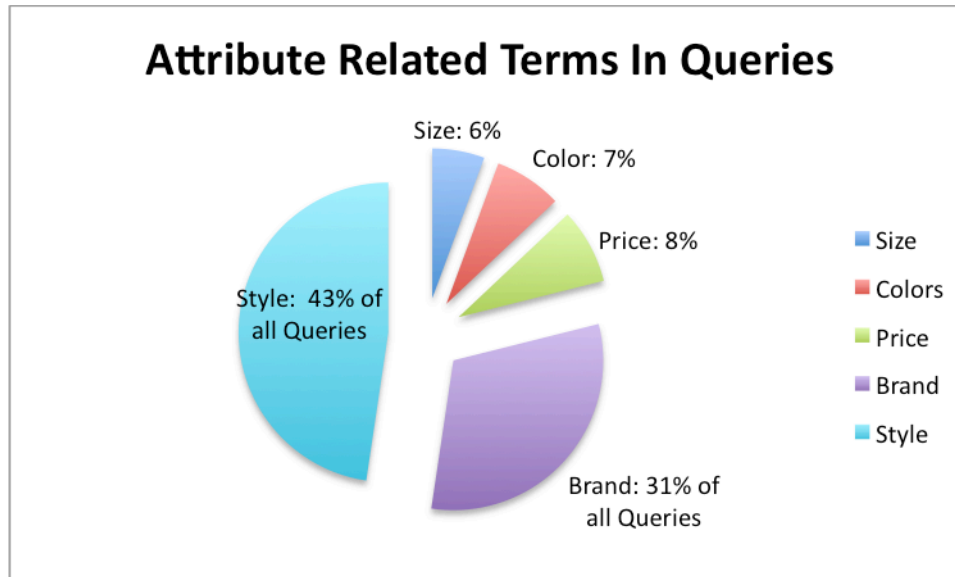
*Multi-attribute brand queries had conversion rates that were 1.8 to over 3 times higher than the site's overall conversion rate of 1.3%.*

**Swimwear Search Queries**



*With the exception of brand+size, multi-attribute queries ranged from 34% to 74% lower than overall site CPA of \$31.46. High Brand+Size CPA may be related to being sold out of popular sizes toward end of season.*

## Swimwear Search Queries



*70% of total queries include brand and style related terms*

### The Takeaway:

- Increase profitability by structuring campaigns to optimize for long tail searches. Set up highly segmented ad groups with attribute specific combinations related to your site's product inventory.
- Pay particular attention to segmenting ad groups with combinations of Brand and Style terms as this is where majority of lower cost, long-tail impressions and clicks reside.
- Monitor product inventory to ensure text ads are delivering deep-linked destination URLs with sufficient selection to increase chance of purchase.

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- Make sure to pause size specific ad groups as popular sizes become no longer available.
- By their more specific nature, long tail keywords take a much longer time to generate impressions, clicks and conversions than head terms. Be patient. Long tail optimization pays profitable rewards over the long term.