

Back to Basics

Kimberly-Clark discovers consumers love mobile ads to find great values on everyday essentials



About Kimberly-Clark

- Consumer Packaged Goods
- Dallas, Texas



Agency

- Mindshare
- Global Media Network
- London, New York City, Chicago

Goals

- Increase brand interaction and consumption
- Gain insights into how consumers prefer to source everyday price-values
- Lower cost-per-click rate
- Increase conversions
- Justify optimizing mobile sites to reach greater share of all user segments

Approach

- Tested Google mobile ad campaigns alongside ongoing AdWords campaigns using brand-name keywords for scores of household staples

Results

- **Increased brand interaction:** Discovered that all age segments readily opt for mobile search by brand name as well as by generic product type, with mobile clicks accounting for 30% of total clicks for certain brands
- **Reduced cost-per-click:** Average mobile cost-per-click across all brands was 44% lower than on desktop/laptop
- **Increased conversions:** Mobile SiteLinks drove half of all conversions by brand
- **Gained valuable insights:** Convergence of mobile cost-per-click and click-through rate was 70% higher than on desktop – showing mobile search to be most effective using trademark keywords for the iPhone and iPad in the ad copy

The search for more targeted, relevant mobile marketing

One strand in the silver lining of today's economic cloud is the mega-trend to mobile marketing – especially for the consumer packaged goods giant Kimberly-Clark. Capitalizing on this trend, the company set out to see how mobile search advertising can benefit both consumers and marketers. “We wanted to find out how much mobile search advertising helps consumers, and we wanted insights on how and where they search. We believe this information will assist us in delivering more targeted and relevant messaging and marketing,” says Jeffrey Holecko, North America Media Manager, Kimberly-Clark.

In Q4 2010, Mindshare, Kimberly-Clark's interactive agency, implemented a comprehensive mobile ad test program. Using Google mobile ads, the team accessed the rising number of consumers who use mobile devices to make smart purchasing decisions. With its pinpoint results, the experiment made the case for Kimberly-Clark not only to move ahead optimizing branded sites for mobile deployment, but also to help shape decisions regarding the mobile space as a cost-effective way to increase brand interaction and consumption.

Each brand's trademark keyword was launched in ads on the iPhone and iPad. The keyword match type was set on broadly parametered product type as well as brand names, and the results were then compared to the same keywords on desktops and laptops. Specifically, the team found that best performing ads included the words iPhone or iPad in the copy when used with specific calls to action.

70% improvement in combined CPC and CTR on mobile

The average cost-per-click (CPC) on the brand tested on mobile devices was 44% less than the average CPC on desktop across all Kimberly-Clark brands. An average of 7% of all clicks originated from mobile, with numbers as high as 30% for tested brand. When measured together, the convergence of CPC and click-through rate (CTR) was 70% better than the same stats on desktop for the one brand chosen for the test – an extreme improvement.

As Danny Huynh, Group Search Director at Mindshare, points out, mobile ad search can no longer be ignored by any organization seeking to capture greater mind share, and accordingly, greater market share. “The beauty of Kimberly-Clark's mobile ad campaigns is that they are continuously tailored just as seamlessly as Google AdWords desktop campaigns to drive traffic to specific landing pages,” he says. “The difference is that the mobile ads are reaching millions of price-conscious consumers searching for staples while un-tethered from the desktop. And, by being early entrants in the mobile space, we were able to drive traffic at lower average CPCs and to set optimal bids for each mobile device.”

About Google AdWords

Google AdWords™ is a performance-based advertising program that enables businesses large and small to advertise on Google and its network of partner websites. Hundreds of thousands of businesses worldwide use AdWords for text, image, and video ads priced on a cost-per-click (CPC) and cost-per-impression (CPM) basis. Built on an auction-based system, AdWords is a highly quantifiable and cost-effective way to reach potential customers.

For more information, visit:
<http://adwords.google.com>

Planting a stake into the mobile market

Mindshare drove users primarily to the homepage to test and understand how users interact with the site so they can continue to improve the mobile experience. Google mobile ad campaigns were well suited for the goal. For example, the mobile ads leveraged the power of mobile SiteLinks in all ads, delivering extremely high conversion rates by brand, and directly accounting for things like spikes in new registrations for diaper rewards programs. Mobile SiteLinks performed 70% higher than desktop site links.

There was nothing tricky about the Kimberly-Clark mobile ads test, but it produced some surprising insights. "Some of the brands we did not expect to have large mobile search volume proved otherwise," says Samantha Hartsfield, Associate Search Director for Mindshare. "Consumers are researching in-store, on-the-go, and at home for product information. As mobile continues to grow, we expect to be continually surprised by the volume and extent of information that mobile searchers are consuming."

Kimberly-Clark was delighted to discover that even without sites optimized for mobile, the experiment performed well and cost-effectively. Today, with its new stake driven in the mobile market, Kimberly-Clark is well positioned to incorporate even more sophisticated mobile marketing concepts into its plans.

