



## Qoo10, an e-commerce leader in Asia, increases sales by 10.2% with Dynamic Search Ads



### About Qoo10

- <http://www.qoo10.com/>
- <http://qoo10.sg/> in Singapore
- E-commerce platform
- Localised websites in Singapore, Malaysia, Indonesia, China, Hong Kong, and Japan

### Goals

- Generate more Search traffic
- Increase conversions at a low cost/conversion
- Be more time-efficient at managing their AdWords campaigns

### Approach

- Dynamic Search Ads (DSA)

### Results

- +15% Search traffic
- +33% CTR vs. other Qoo10 Search campaigns
- +10.2% online sales, using 10% of the online advertising budget
- 10% of online sales coming from AdWords are now generated by the DSA campaign
- Up to 6 hours saved monthly on campaign management and monitoring

### Becoming the leading e-marketplace in APAC

Qoo10, formerly known as Gmarket, offers a localised e-commerce platform where buyers and sellers exchange all sorts of goods, from books to cosmetics or electronics, in 6 countries – Singapore, Malaysia, Indonesia, China, Hong Kong, and Japan. The company aims to become the leading e-marketplace in APAC by 2015 and is on track; with as many as 30,000 transactions every day and 1,000,000 registered users on board, it is rapidly growing.

In 2012, as Qoo10 was looking at generating incremental Search traffic to accelerate its growth, the company turned to the Dynamic Search Ads (DSA) feature to increase conversions at a low cost.

### Qoo10 takes a new turn with DSA

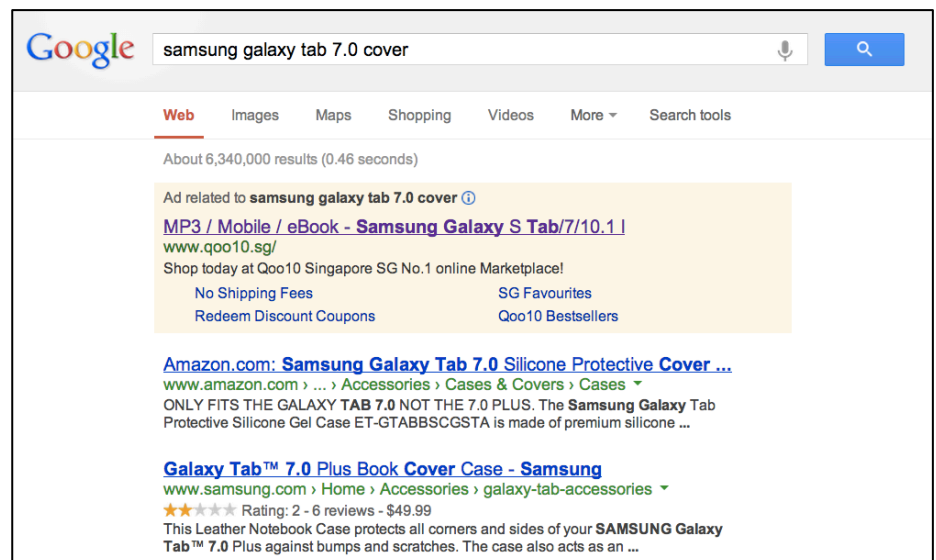
The company immediately enjoyed DSA's ability to "fill the gaps". "It is virtually impossible to set up a perfect Search campaign, let alone capture all the possible search queries performed on Google. With the DSA campaign in place, it was reassuring to know that the whole pool of queries relevant to us was being covered at last, and that we were not missing out on anything that may have been overlooked by our existing Search campaigns," says Fitri, Marketing Executive at Qoo10.

He adds, "DSA automatically conducts the keyword research for us, especially the *long tail* queries, which are crucial as they often lead to higher conversion rates." This not only helped Qoo10 acquire more Search traffic; it also ensured that the leads provided were also highly qualified. Qoo10 was also pleased that the DSA campaign did not compete with the existing Search campaigns but instead, complemented them. "This is important, as internal competition and subsequent cost inefficiencies are the last things we wish to encounter as an advertiser," says Fitri.

*"With our dynamic and constantly changing inventory, it is close to impossible to maintain an updated list of keywords. DSA is great in that it allows us to do exactly that, and completely automatically! It seems as though this feature was designed specifically for us and our business needs."*

—Muhd Fitri Khamis, Marketing Executive, Qoo10

In addition, post-campaign reporting reflected real time data, which Qoo10 used to identify relevant and/or high performing queries and include them in existing Search campaigns. "The data gathered over time can be used to refine and safely expand the Search campaigns, with keywords that have proven relevant and cost-efficient", Fitri explains. "Plus it gives me control over what is showing and what to exclude, if necessary."



Example of how the DSA technology captures long tail queries relevant to Qoo10 and shows a dynamically generated ad. Because the query is so specific, Qoo10's ad is the only one showing, and would not have shown without DSA.

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*"We never expected such a high return from such a 'low maintenance' feature."*

*—Muhd Fitri Khamis, Marketing Executive*

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### About Dynamic Search Ads

Dynamic Search Ads lets you target relevant searches with ads generated directly from your web site -- dynamically. Everyone sees too many ad messages on multiple screens every day. So, if you really want to engage potential customers, show them the right ad at the right time with Dynamic Search Ads. With Dynamic Search Ads, your campaign will require less work as there is no need for keywords or headlines; it offers relevant and up-to-date results directly from the source and maximizes Search traffic by capturing all the missed opportunities.

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### About Google AdWords

Google AdWords enables you to create and distribute advertisements for your company easily and quickly. Whatever your budget, you can deliver your ads on Google and its advertising network. Not only that, but you only pay when Internet users click on your ads.

For more information, go to:

<https://www.google.com.sg/ads/adwords/>

For information about Dynamic Search Ads:

<https://support.google.com/adwords/answer/2471185?hl=en>

### The results: 'incremental sales, minimum effort'

Recalling how seamless the setup of his DSA campaign was, Fitri says, "It was the same as creating a regular Search campaign, minus the legwork of finding keywords! This conveniently suppresses the need to constantly manage thousands of keywords, saving us up to 6 man hours every single month."

Qoo10 explains that the KPI has always been conversion numbers and online sales figures. Today, their DSA campaign accounts for 10% of sales coming from AdWords campaigns; total online sales also increased by 10.2%. The clickthrough rate (CTR) is 33% higher than other campaigns, proving that DSA is more relevant and popular than regular ads.

Fitri sums up his experience with DSA in four words - "incremental sales, minimal effort". "At first, the returns may be low and incur slightly higher costs but over time, and with the right optimization settings, the traffic generated turns out to be very healthy, and the ROI extremely positive." According to him, one best practice to start out with is broad targeting. "If you start off with targeting a few pages rather than the whole domain, the results may not be as compelling."

In light of their success with DSA, the Qoo10 management is now planning on exponentially increasing the budget allocated to this feature.

