

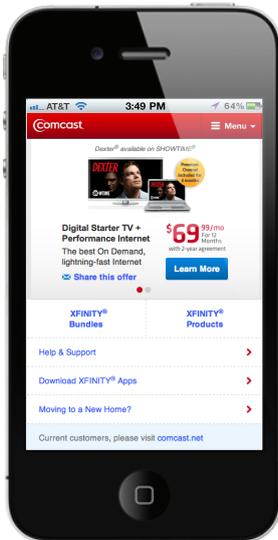


Comcast mobile search campaign leads to mobile accounting for over 10% of online sales



About Comcast Corp.

Comcast Corporation is a global provider of information, entertainment, and communications products and services. Its Cable Communications segment provides video, internet, and phone services to residential and business customers. Comcast Corporation is headquartered in Philadelphia, Pennsylvania and employs over 100,000 employees.



Comcast's mobile-optimized site

“Mobile has allowed us to respond to consumers’ continued requests for ubiquitous access. They want to research, buy, and get help on a mobile device, and we needed to provide them a platform. Google provided the best platform for this as it was a major entry point for our consumers. The success we’ve seen has us accelerating our mobile capabilities so that we can have full M-Commerce in 2012.”
— Joshua Palau, VP of Digital Sales and Marketing, Comcast Cable

Background

Comcast is one of the nation’s largest Internet, phone, and cable television service providers for residential and business customers. High-quality customer service and products are central to Comcast’s business. To this end, Comcast closely evaluates how users engage their online site and find ways to improve upon their experience. With the surging rise of mobile Internet users, Comcast wanted to take better advantage of the growing mobile platform for advertising.

Solution

Comcast launched a mobile specific advertising campaign with Google AdWords. Comcast worked closely with Google to develop a mobile campaign strategy that utilized mobile AdWords and mobile search ad extensions.

Comcast launched a mobile search ad campaign driven by top keywords and created mobile-optimized sites for all of its products. The search campaign engaged users searching for Comcast keywords and directed them to mobile-optimized sites where users could complete an order, check service availability nearest their location, and click-to-call for assistance, all activities that especially made sense for mobile. Comcast also implemented a mobile ad extension that allowed users to call Comcast directly from the search results page on their phone.



Mobile search ad

By optimizing its campaign for top keywords, Comcast engaged consumers already looking for Comcast on their mobile devices. While many consumers were already aware of Comcast, mobile was the right channel to reach consumers when they were actively trying to complete a purchase. Having a mobile-optimized site for each product made it easy for customers to gather the information they needed right on their phone. By advertising on the right channel, Comcast capitalized on consumers already aware of the Comcast brand. With its mobile-optimized approach to search ads and mobile websites, Comcast capitalized on consumers already seeking out Comcast services who previously could not access needed information as easily from their mobile devices.

Results

The mobile campaign made completing a Comcast order with a mobile device easy and convenient, leading to a surge in mobile sales. The campaign was highly effective with high CTRs, resulting in **mobile now driving over 10% of all online sales**.

- Average of more than 1 million impressions on mobile per month
- More than 270% greater CTR than desktop for mobile search
- More than 100% greater CTR than desktop for mobile click-to-call
- Over 10% of all online sales driven from mobile