



By testing varied ad creative using Google AdWords Campaign Experiments (ACE), BizChair.com increased conversion rate by 50% and reduced cost-per-conversion by more than 50%

AT A GLANCE

BizChair.com™

About BizChair.com

- www.BizChair.com
- Canton, GA
- E-commerce website

What they needed to do

- Test the effectiveness of varying ad creative for Cyber Monday and holiday campaigns
- Increase conversions
- Decrease cost-per-conversion
- Conduct fast, automated experiments and see results in real time

What they did

- Conducted simple, side-by-side campaign tests with AdWords Campaign Experiments (ACE) to determine effectiveness of varied ad creative
- Increased conversion rate by 50%
- Decreased cost-per-conversion by 50%

Sitting pretty

When Sean Belnick was 14 years old, he spent \$500 to build an online marketplace for office chairs. With the help of his stepfather, Gary Glazer, that marketplace evolved into BizChair.com, an e-tail site with over 40,000 products and 150 employees. At just 24 years of age, Belnick is sitting pretty with BizChair.com seeing sustained growth rates of 25% to 30% year-over-year.



Sean Belnick and stepfather Gary Glazer

It was Belnick's fascination with Internet sales that inspired him to create BizChair.com. Before entering the office chair market, he sold Pokémon cards and other items on eBay. Now he's a renowned businessman who has been ranked in *Inc.*'s top 30 entrepreneurs under 30. Belnick is also a graduate of Emory University. With more than 30 years of office furniture industry experience, Belnick's stepfather, Gary Glazer, oversaw the day-to-day operations at BizChair.com while Belnick earned his business degree. Today, Glazer continues to play a significant role in the strategic direction and success of Belnick, Inc., which runs BizChair.com.

Never sitting still

BizChair.com's customers include recognizable brands like Abercrombie and Fitch, Fox's American Idol television show, the Pentagon, as well as countless churches, small businesses, and individuals. To accommodate growing demand and offer free shipping (in most cases within 1 to 2 business days), BizChair.com has also built the largest mid-market office chair warehouse in the United States. "We continue to expand the business with exceptional customer service and a wide selection of products – we even offer customized chairs with embroidered text or logos," explains Angela Hammond, E-Commerce Director for BizChair.com. "For continued growth, we spend a lot of time fine-tuning our marketing strategies."



One of BizChair.com's 40,000 products

According to Hammond, the company's marketing involves a mix of 60% paid search advertising, 25% comparison-shopping engines, and 15% email marketing. In addition to these paid efforts, SEO tactics are supported with the help of SEO Specialist, Laura Jorgensen. Since BizChair.com's founding in 2001, Google AdWords has been the foundation of the company's marketing success. "As a pure e-commerce company, we have to reach a large market, drive substantial conversion rates, and achieve good cost-per-conversion to stay profitable," says Jamie Parrott, E-Commerce Specialist for BizChair.com. "Since the beginning, AdWords has been our most successful tool for achieving these goals."

Hammond and Parrott are part of a small marketing team with a long list of responsibilities. They spend the bulk of their time using Google AdWords, and they stay on top of new developments in AdWords to improve returns. "We use the Display Network, Ad Sitelinks, the Opportunities tab, and more – if it's in AdWords, we probably use it," says Parrott.

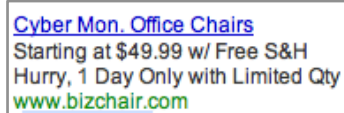
About Google AdWords

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: www.google.com/adwords

Getting creative with ad creative

When they heard about AdWords Campaign Experiments (ACE), Hammond and Parrott were eager to try it. ACE lets marketers run simple, side-by-side tests for a campaign. The tests help measure the impact of changes to keywords, bids, ads, ad groups, and placements in real-time before applying them. Once an experiment begins, changes to campaigns are applied to a percentage of traffic, while the remaining percentage of traffic sees the original campaigns. According to Hammond and Parrott, it was easy to get started with ACE. They watched the online tutorial videos on the AdWords Help Center (also available on YouTube) to obtain step-by-step instructions on how to get set up and begin experimenting.

They had the perfect opportunity to try ACE on Cyber Monday, the Monday after Thanksgiving when consumers search for deals and price cuts online. To get started, BizChair.com selected a list of products to promote. They then duplicated the ad groups for those products and renamed them with the end tag “experiment only” using AdWords Editor. The ad groups were identical in terms of keywords, bids, and settings. The only variation between them was the ad creative. The experimental ads featured copy such as “Cyber Monday Sale, 70% off,” or “Free Shipping for Cyber Monday.” After Cyber Monday was over, they changed “Cyber Monday” to “Holiday.” Their experiment ran from November 28 through December 20, 2010. *Note: Google has since released the ability to annotate ad creatives directly, making setup even easier.*



Actual BizChair.com Cyber Monday ad

Real-time insights, immediate returns

Once setup was finished, Hammond and Parrott logged into BizChair.com’s AdWords account. On the campaign settings tab, they filled in the details of the experiment – including the start and end dates for the test and the percentage of traffic on which they wanted to experimental ads to run – in this case 90%.

“It was easy to get started with AdWords Campaign Experiments, and we saw results almost immediately – within three hours,” says Hammond. “The click-through rates for our experimental ad groups were 70% higher than those for our control ad groups. We also increased our conversion rate by 50% compared to our control ad groups and decreased cost-per-conversion by more than 50%.”

In the past, BizChair.com conducted tests by changing bids and ad groups, pausing or unpausing keywords and duplicating campaigns manually. There was no way to schedule changes to turn off or on automatically. Testing was a labor-intensive process and there was no way to see the impact of changes in real-time and react quickly.

“Real-time testing is vital for us,” says Hammond. We can make changes on the fly and easily compare the results between the experiment and control groups. Scheduling was also a huge plus, because we could pause and restart at will. AdWords Campaign Experiments takes the manual effort out of campaign testing – and it delivers exceptional results.”

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