

MSC Industrial Supply teams with agency Rosetta to boost traffic, sales, and return on ad spend with Dynamic Search Ads



About MSC Industrial Supply

One of the largest direct marketers and distributors of metalworking and MRO supplies in the U.S.

For more information, visit www1.mscdirect.com

ROSETTA

About Rosetta

A consulting-centered interactive agency engineered to transform marketing for the connected world.

For more information, visit www.rosetta.com

At a Glance

Goals

- Broaden PPC keyword coverage quickly and efficiently
- Maximize high-converting, long-tail keywords
- Achieve acceptable return on ad spend

Approach

- Used Dynamic Search Ads to provide coverage for all of an extensive product offering

Results

- Increased revenue and traffic
- 4.5:1 ROAS after initial test

Founded in 1941, MSC Industrial Supply is a leading American direct marketer and distributor of products for metalworking and maintenance, repair and operations (MRO). MSC distributes more than 600,000 items from about 3,000 suppliers. Its large printed catalog has long been a fixture on shop floors and in industrial purchasing offices across the United States.

The challenge of scale

"With MSC's extremely broad product offering and our strong commitment to customer service, we need advanced advertising tools to reach our customers effectively," says Steve Baruch, MSC vice president of ecommerce.

Rosetta, an interactive agency, helps MSC invest in and test new online marketing strategies. "We are constantly seeking ways to drive incremental sales and expand our ad coverage," says Matt Wilkinson, director of search and media for Rosetta. "Dynamic Search Ads (DSA) seemed well-suited to helping us do that quickly and easily."

From test to adoption

Rosetta helped identify 11 categories or areas of the MSC site as good test subjects for DSA. All of these already drove strong revenues, and each was part of MSC's core business. The next step was to determine the website pages corresponding to those 11 test areas, create DSA targets for each, then set cost-per-click (CPC) bids and launch the campaign. The DSA system uses the natural search index of the site and generates highly relevant ads to match search queries not already covered by existing keywords.

"The reaction from our team to the test was outstanding," Wilkinson says. "The test drove over 18,000 visits to the site in the test month alone. These 18,000 clicks helped us identify numerous new keywords to add into the account. We also found that the DSA program was driving significant revenue."

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—Matt Wilkinson, director of search and media, Rosetta

MSC began the DSA trial with various key performance indicators (KPIs) and a set budget. "Once we identified that DSA was meeting or exceeding our KPIs, we removed the restrictions," Wilkinson explains. "After month one, we knew this was a program we wanted to support."

About Dynamic Search Ads

Dynamic Search Ads (DSA) are a way to target relevant searches with dynamic ads generated right from your ecommerce website. They complement your existing keyword-targeted ads to help you sell more with less effort. With DSA, Google maintains a fresh index of your inventory using our organic web-crawling technology. When a relevant search occurs, we dynamically generate an ad with a headline based on the query, and the text based on your most relevant landing page.

For more information, visit
www.google.com/ads/innovations/dynamicsearchads.html

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>

Measuring the results of DSA

MSC offers more than half a million products, including so-called “long tail” items that sell slowly but steadily, sometimes for years or even decades. “There are hundreds of thousands of variations that someone could search for,” Wilkinson explains. “Dynamic Search Ads is a way to start catching those long-tail keyword variations automatically, by better understanding the numerous ways that products and categories can be searched for. It really has helped increase the exposure for long-tail searches.”

The return on ad spend (ROAS) was good during the initial DSA test period. Rosetta was confident that with proper reporting and optimization, it could make the return even better over time – and it did. “The DSA program has performed as well as – and in some scenarios better than – existing campaigns in the MSC portfolio,” Wilkinson says. “With the help of Dynamic Search Ads, Rosetta has been able to exceed ROI goals and efficiently scale MSC’s online marketing.”

Although MSC saw some additional revenue after launching DSA, Wilkinson adds, “it’s really been the ability to optimize and maintain the campaign over time that has led to significant revenue growth. Month after month, we’ve continued to see strong results from the DSA program, and we expect to continue to see that type of trend.”

“The DSA program has been a solid revenue contributor to the MSC portfolio,” he concludes. “DSA was a win for the account, and consequently a win for MSC and Rosetta.”

