

Videdressing improves the profitability of its business with Google AdSense



About Videdressing

- First community site specialising in beauty and second-hand fashion
- Based in Paris, France

Objective

- Monetise site visits to supplement overall revenue from sales

Approach/strategy

- Use AdSense as an additional source of revenue
- Make use of Google Analytics data to measure and analyse the site's audience

Results

- Five per cent of turnover now generated via Google AdSense
- Additional income used to improve the site experience for visitors



Overview

Videdressing was created in December 2009 by Meryl Job. An American by birth, Meryl currently resides in Paris and is the managing director of the website. The idea came about when she was looking to sell some of her clothes but couldn't find a suitable sales outlet or a website to do so. She also noticed at the time that a number of fashion bloggers were opening their own wardrobe sales. As a result, Meryl came up with the idea of setting up a specialised website where people could buy and sell fashion items. The site offers all the big fashion brands at vastly reduced prices and means that users can make money by selling clothes they no longer wear. Videdressing now employs around 20 people and the website receives at least 25 million visits per month.

Extra income means greater customer satisfaction

Videdressing started using AdSense six months ago when it launched the new version of its website. It only uses 728 x 90 Leaderboards at the bottom of the pages. Company chairman Renaud Guillerm explains Videdressing's vision – "We see advertising here as being first and foremost an additional service that we can offer our customers. Our conversion rate is only two per cent as 98 per cent of visitors browse the site without buying anything. By using AdSense we can monetise these many visits." The company generates most of its turnover by charging a 10 per cent commission on all



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sales and transactions. For Renaud, the additional income stream provided by AdSense makes the site more profitable and means that the company can offer better services to its customers.

Google services support the development of a fast-growing site

Renaud finds that the AdSense advertisements are highly relevant and well-targeted to the site’s audience, so for the moment he doesn’t feel that it’s necessary to use the controls available in the AdSense interface. Videdressing also uses AdWords. “This is our paid acquisition channel, whereas 80 per cent of our traffic is free.” And to analyse how well AdWords is performing, the team uses the data provided by Google Analytics. According to Renaud, this is the best single way of measuring Videdressing’s audience.

Since going live with the new version of the site, the company has seen very strong growth in France. The plan for the future is to push for more domestic growth and start expanding in other markets. And in the short term, Videdressing is planning to launch its own mobile app at the beginning of 2013.

About Google AdSense

Google AdSense™ is a programme that enables businesses to earn revenue from their online content. Over 2 million publishers of all sizes worldwide use AdSense to show relevant text and display ads targeted to their site and audience. Website publishers can also provide Google search to their visitors, generating revenue through Google ads on the search results pages.

For more information, visit:
www.google.co.uk/adsense