



CASE STUDY / **HAIREXTENSIONS.COM**

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HairExtensions.com Grows Sales, Return on Ad Spend in Down Economy

CHALLENGE

These days, it takes more than strong brand and domain presence to convince consumers to make discretionary purchases. Online retailer HairExtensions.com also needed an approach to search engine marketing (SEM) as dynamic as the current marketplace — and the Jessica Simpson HairDo Hair Extensions and other popular hair products it sells. More specifically, it needed to be able to constantly test new creative content and spot cost-effective yet winning advertising opportunities faster than less-established retailers who flood the online marketplace with promotions for competitively priced products.

SOLUTION

HairExtensions.com chose Webtrends Ad Director, a unique combination of SEM consulting and advanced technology services. After conducting extensive research, the Webtrends SEM team reorganized the online retailer's paid-search campaigns to target specific consumer traffic, rather than generic themes. In collaboration with Jorg Moltkau, vice president of marketing for HairExtensions.com, Webtrends launched dozens of different versions of campaign-specific creative content. "After

working with several members of the Ad Director team, I feel that they are a true partner in the HairExtensions.com business," Moltkau said.

The Ad Director technology then worked its algorithmic magic, performing 24/7 testing and optimization of bid levels for more than 150,000 combinations of keywords, ad creative, landing pages and other advertising variables to determine optimal bids. This would have been impossible with manual bid management tools or in-house spreadsheet analysis.

"The Ad Director team (is) a true partner in the HairExtensions.com business."

**Jorg Moltkau, VP of Marketing
for HairExtensions.com**

RESULTS

Within 60 days, nearly all key performance metrics exhibited significant improvements:

- Average daily units sold rose by 140 percent.
- Return on ad spend (ROAS) exceeded the goal by 116 percent.
- Click-through rates increased by 20 percent.
- Average cost-per-click dropped by 9 cents.

The Ad Director dashboard and detailed reporting have also helped Moltkau to better understand and track conversion drivers and consumer behavior across the site. For example, the around-the-clock testing determined that consumers were more likely to convert on some campaigns when landing on a product-specific page rather than the homepage.

“We were extremely happy with these performance results,” Moltkau said. “At these levels, we are looking to expand our paid-search marketing through the Ad Director solution.”

ABOUT WEBTRENDS

Webtrends turns data into understanding. We're undeniable experts at crunching numbers. All the numbers you care about – on your web site, blogs, SEM campaigns, you name it. And we've been doing it longer than almost anyone else: 15+ years. A single philosophy – Open Exchange – guides the development of our technology and the way we run our business. We believe in the free flow of data among systems, transparency with our customers and collective problem solving with our partners. We succeed when our customers and partners do first.