

THE \$11B SECRET TO PAID SEARCH

ONE TIP USED BY THE BIGGEST ADVERTISERS
ON EARTH TO IMPROVE YOUR SEARCH CTR
AND GROW YOUR SALES.



FREE
GUIDE

THE PAID SEARCH EXPERTS
SWINGMAN.US

THE \$11B SECRET TO PAID SEARCH

CONVERSION DNA ANALYSIS CREATES USEFUL
CONTENT AND USEFUL CONTENT = MORE SALES

“On the average, five times as many people read the headline as read the body copy. When you have written your headline, you have spent eighty cents out of your dollar.”
DAVID OGILVY

Search Engine Ad platforms can charge hundreds for a single click.

How can any business afford that?

The Truth:

Big Businesses like Procter & Gamble have unlocked the value of a search ad click by knowing their consumer and using that information to drive ad content.

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Before committing to a purchase, no matter how big or small, people do their homework on search first.

This is especially true for retail and ecommerce shoppers, who increasingly turn to brand websites and apps expecting helpful information.

Advertisers unlock the value of a click by providing value to their consumers.

So, rather than simply promoting products in search, one of the biggest cosmetics brands on earth, P&G's Olay promoted well-researched information on skin conditions.

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For example, you might think a person searching “dark circles under eyes” would be served an ad for an under-eye serum, driving to the Olay homepage.

Not so.

Instead, Olay’s ad copy directly addressed the person’s search and directed them to a page that offered detailed information and solutions.

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Before

dark circles under eyes



Olay® Eye Concern & Treatment | Products For Around the Eye

Ad www.olay.com

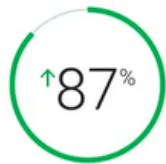
After

dark circles under eyes

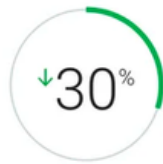


What Causes Under Eye Circles? Easy Lifestyle Tips From Olay®

Ad www.olay.com



increase in
click-through rate



decrease in
average cost
per click



increase in site
conversions

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In return, the brand saw more clicks and more efficiency in its search campaigns — as well as an increase in sales.

Olay's average click-through rate increased 87%, its average cost per click decreased 30%; and it saw a 100% increase in site conversions.

Increasing online conversions is important, but for a consumer brand, driving more people to the brand website is a meaningful victory, even if they purchase in store.

According to research by Deloitte, CPG shoppers who said they used brand websites or mobile apps to browse or research reported spending 108% more than shoppers who didn't.¹

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How can your business do the same?

Swingman.us uses finely-tuned keyword, device, demographic and location targeting to bring your message to your customer exactly when they're ready to make a purchase.

We craft an Atomic strategy is powered by the belief that every conversion (or unique purchase) has a unique DNA, and those characteristics that make up that DNA are replicable and scalable.

“Conversion DNA” is a methodology that, by understanding the DNA of your customer and the channels they interact with regularly, we can understand the intent behind their engagement with the content they're shown and can better craft them for your brand.

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Sources (2)

1 Google/Deloitte, U.S., CPG Digital Influence,
CPG Shoppers n=8,040, 2017.

2 Akamai, Global, State of Online Retail
Performance, 2017

Get More Information Here:

<https://swingman.us/one-weird-trick-a-brand-used-to-decrease-their-cost-per-click/>

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