



Logan Tod survey identifies mail order as champions of keyword advertising

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44% of high street retailers do not have Google AdWords campaigns

PR9.NET November 03, 2005 - According to a survey by Logan Tod, mail order retailers are stealing a march on high street competitors by embracing click campaigns and sponsored links on Google. Additions Direct, Simply Be, Kitbag, Freemans and Littlewoods all maximise their online presence by using Google AdWords to generate traffic to their e-commerce sites.

The survey, conducted in September, reveals that almost half of the traditional high street retailers researched did not use pay-per-click advertising, whilst mail order companies had at least one Google AdWord campaign.

Matthew Tod, CEO of Logan Tod, says: "Mail order companies clearly understand that customers are using search as a primary gateway and research tool. They are using Google AdWords to generate increases in traffic and raise brand visibility for specific products."

Research by the IAB shows that 70% of online sessions start with search and DoubleClick revealed, earlier this year, that 50% of online sales are preceded by research on a search engine.

"Yet high street retailers are sadly lagging behind in their use of sponsored links," Tod comments. "Mail order counterparts are aggressively maximising the search opportunities and focusing on reaching customers where they want. Pay-per-click is a formidable direct response medium, especially with such high competition for search engine rankings and online visibility."

Logan Tod conducted the survey in order to discover more about the visitor journey following a click on a paid for link. The survey studies 65 leading UK retailers, examining the efficiency and value of pay-per-click campaigns. Comparing the visibility of retailers, researchers used Google to search for common products such as a steam iron, double bed and iPod.

Only 61% of retailers used Google AdWords and major high street stores such as Gap, TopShop, French Connection and Body Shop had no campaigns at all. Of those that did, 37% had poor follow through, with visitors landing on pages with no matches, non-specific categories or the home page.

Littlewoods and Comet scored highest in the survey. Not only driving traffic to their sites, but also optimising landing pages and products to maximise sales conversion.

Logan Tod works with a number of high-profile retailers including Mothercare, I Want One Of Those and Kitbag to increase website conversions and generate more sales.

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About immediate future Limited

immediate future Ltd is an independent public relations (PR) and communications consultancy, specialising in media, creative and digital industries. The team is highly experienced in both corporate and business-to-business PR. We have a proven track record with clients ranging from public and private companies, to 'not for profit' organisations.

The company is founded on three core principles: in-depth industry knowledge, professional standards and accountability. We use these foundations to deliver a holistic approach to reputation management with proactive and creative PR strategies, trusted on- and off-line media relations, and a vast array of PR tactics. The result is high-quality public relations that makes our clients' lives easier and brings real business benefit.

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