



# PARSHIP

## PARSHIP REVEALS HOW TO MANAGE A EUROPEAN SEM CAMPAIGN –COVERING 10 COUNTRIES – FROM A SINGLE POINT OF CONTACT

### Campaign Highlights:

- Simplifying the campaign's content and time management due to a single contact reporting to PARSHIP
- As a result of SEM, increase of the German Web site traffic by 120% within 11 months and up to 770% in Austria
- Improved SEM-ROI-targets by 30% in Germany

### Background

PARSHIP is one of Europe's largest and most successful compatibility-based online dating agencies. PARSHIP's members benefit by completing a detailed psychometric test, which generates a personality profile that is held in a secure and personalised 'My PARSHIP' file, allowing the agency to match singles with the love of their life. PARSHIP differentiates itself through its reliability, quality of services and the quality of its members, who seek lasting relationships with the company. These successful concepts help PARSHIP maintain over 1.5 million members across Europe.

### Challenge

Located in ten countries (Austria, Belgium, France, Germany, Italy, Netherlands, Spain, Sweden, Switzerland and the UK), PARSHIP used to perform its own search-engine marketing in some countries until 2005, while partnering with SEM agencies in

others. Since the online dating market is a fiercely competitive area and is sophisticated in its use of search engine marketing techniques, PARSHIP decided to compete effectively - and ultimately win - within the online dating market by using an automatic bid management system for all of their European campaigns. The challenge was to find a supplier that could manage all of their campaigns single-handedly.

In searching for a professional SEM company, PARSHIP developed strict criteria for each vendor. Based on their criteria, each Search Engine Marketer was required to have: advanced IT solutions that could manage bidding strategies and campaign performances; worldwide coverage; the capacity to create and manage campaigns in different countries simultaneously with local account managers who possess knowledge on local markets and competitors; transparent and accurate reporting tools; documented experience in search engine marketing; strong partnerships with various search engines, along with other service providers, that elevate their competitive advantage; and an adapted price structure.

After approaching several SEM experts, PARSHIP selected 24/7 Real Media's Search division to drive their campaign, for 24/7 Real Media was better suited to respond to PARSHIP's individual needs. Some key factors that PARSHIP noticed about 24/7 Real Media were:

- 24/7 Real Media's proprietary technology, Decide DNA®, has been characterized by Jupiter Research as "the most advanced bid management technology of any firm."

"24/7 Search has already shown its mettle by creating and managing a comprehensive campaign in Germany, our ROI targets have increased by 30 per cent over the last quarter. We believe that this success can be replicated across Europe, and have expanded our relationship with 24/7 Search accordingly."

-Lars Smidt,  
Marketing Manager  
at PARSHIP





## PARSHIP

- 24/7 Real Media is a global organization, with 20 offices worldwide; 7 offices are located throughout Europe (Germany, France, UK, Spain, Italy, Norway, Switzerland).
- They currently serve 1,350 pleased customers from different activity sectors and maintain a 92% Customer Retention Rate.
- 24/7 Real Media has long-term relationships with all the major search engines.
- 24/7 Real Media employs an experienced team made up of highly qualified members.

### January



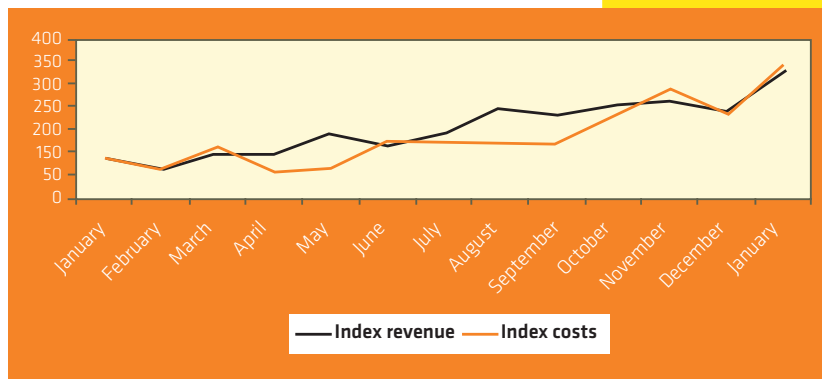
### Campaign Set Up

- Definition of the objectives (registration vs. sales)
- Optimization of the searched categories, keywords and descriptions
- Distribution of the budget amongst the most important search engines in Germany: Google, Overture, Miva, Mirago, Qualigo and OSMx
- Optimization of the bidding strategy (manually or through an automated bid mechanism)
- Daily Management - observation of the campaigns unfolding on each search engine
- Daily updates and improvement of the campaign according to the objectives

### First Results

The initial data revealed an important increase in the results of the campaign in Germany after only a few weeks. In summation, the results showed:

- The number of visits coming from search engines doubled to tripled in comparison to the beginning of the campaign.
- An increase in the sales through SEM of 150.8%.



Based on the above results, PARSHIP decided to launch the SEM campaigns in more European countries.



# PARSHIP

## Schedule of Campaign Internationalization:

### February



### March



### April



### December



The campaigns were managed by a key account manager in Germany – supported from local account managers – who reported to the direct marketing manager of PARSHIP in Germany.

The local SEM campaigns were coordinated by a newly opened 24/7 Search production hub, located in Madrid, Spain, which is staffed by multi-lingual search experts. Therefore, 24/7 Real Media's account manager offers PARSHIP a single point of contact, while coordinating all of the European campaigns from Germany.

## Adaptation Needed

In order to successfully implement the once single-country campaign into more European markets, there were some key items that needed localization:

- 1) Budget:
  - a) each budget needed to be defined according to the market size
  - b) increased/decreased according to the ROAS or conversions rate, and
  - c) different repartition on the search engines according to their market share and regular update according to the evolution of campaign results
- 2) Listings:
  - a) all categories, titles and descriptions for the new countries had to be reworked in the local language
  - b) listings had to be defined according to each country's offer (prices, services, etc...), and
  - c) listings had to be defined according to the population behavior, i.e. if more men registered during a campaign than women, some Keywords had to be paused in order to get more women to register.
- 3) Bids:
  - a) regular bidding updates had to be provided according to the evolution of conversion's rate
  - b) deletion of keywords, without any impression
  - c) push of certain keywords, and
  - d) positioning of the keywords according to the ranking aimed
- 4) Tracking Tags
- 5) Campaign Management
  - a) some campaigns needed local support in order to improve the understanding of the campaign and streamline communication with the client



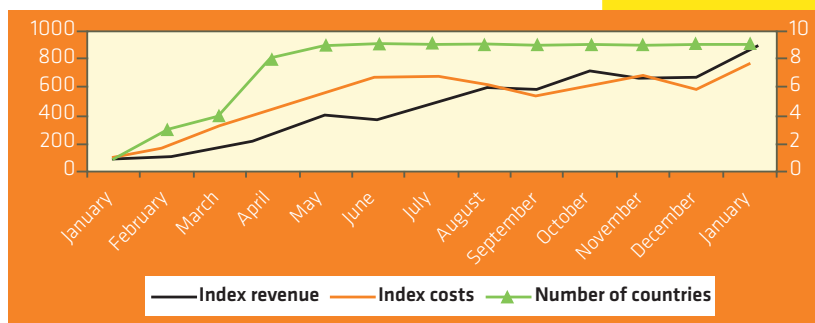
## PARSHIP

### Results Of Search Engine Marketing—All Countries

After PARSHIP decided to deploy the campaigns on a wider European scale (10 countries), more significant results were recorded within a short time period. Once the campaigns were fully deployed, some of the countries registered really impressive traffic growth, like Switzerland with a 392% increase in sales and Austria with a 770% increase. Significant sales growth could also be seen in Germany with a 265% increase and up to a 319% increase in the Netherlands. In summation, permanent optimization resulted from all of the campaigns who answered the requirements, objectives and constraints specific to each country. Thanks to its advanced technology and an international presence, 24/7 Real Media offered PARSHIP a unique survey of the market, while handling each of the 10 European countries' campaign.

### 24/7 Real Media's Successful Tools: Expert Technology and Work

In order to uphold their industry praise, 24/7 Real Media maintains an experienced Account Management team, who work with an industry-leading technology solution, Decide DNA. According to a report from Jupiter Research, Decide DNA is "the most advanced bid management technology of any firm". The Decide DNA approach emphasizes the importance of achieving business objectives, such as decreasing cost per acquisition (CPA), increasing ROI or maintaining a ranking. More than scalable, Decide DNA delivered thousands of reports within a timely and cost efficient manner.



According to Lars Smidt, "Decide DNA combines all of the elements of search engine marketing. The numerous reporting tools provided by the technology are excellent and allow us to see, at a glance, the actual cost estimation of a campaign, how much return we are getting from our targeted keywords, but also from the actual keywords that enables us to maximize its effectivity!"

### About 24/7 Real Media, Inc.

24/7 Real Media, Inc. is a leading global digital marketing company, empowering advertisers and publishers to engage their target audiences with greater precision, transparency, and ROI. Using its award winning ad serving, targeting, tracking, and analytics platform, powerful search marketing capabilities and global network of specialized Web sites, the company has turned the art of reaching audiences across virtually any digital medium into a measurable science. The company is headquartered in New York, with 20 offices in 12 countries throughout North America, Europe, and Asia Pacific. For more information, please visit [www.247realmedia.com](http://www.247realmedia.com).

### 24/7 Real Media: The Science of Digital Marketing.