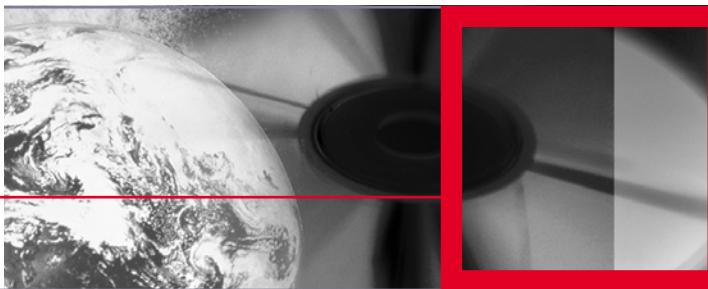


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Success Story



Mettler Toledo Inc. is a global company specializing in the manufacture and sale of precision instruments worldwide for professional use in laboratories, industry, and retail. The company has some 8,000 employees in 14 countries and generates annual sales of over USD 1 billion. In addition to providing product and company information, the corporate website (www.mt.com) serves to generate business-to-business leads. The company uses a number of different methods to achieve this, including search engine marketing and search engine optimization, e-mail marketing, personalized content, and close integration with its offline marketing activities.

Issues

The Mettler Toledo website (www.mt.com) provides information about the company's 9 different divisions in 14 languages via a central content management system. The complexity of the system meant that search engines were unable to read this content. In addition, the various different language versions of the website were made available to Internet users according to country and language, based on an IP recognition system. This resulted in search engine indexes primarily containing English language content. To date, search engine marketing (SEM) campaigns were conducted only occasionally, at the country level, without consistent monitoring and evaluation. Successes and insights were not shared with other divisions and countries.

Objective

The key objective with regard to both search engine optimization (SEO) and search engine marketing (SEM) was to significantly increase the number of leads generated online, while remaining within the constraints of a defined maximum cost per lead. For SEO, an additional objective was to guarantee that search engines could always find the website in each of its language versions. The aim was to ensure that for relevant search terms the website is included in the first two pages of results produced by the largest search engines, i.e., Google, Yahoo!, and MSN.

An important goal of Mettler Toledo's SEM program was to implement central campaign management that would enable structured optimization of Google AdWords and Yahoo! Search Marketing campaigns in the context of the defined objectives and across all language versions, countries, and divisions. Mettler Toledo also wanted the ability to monitor all online marketing activities in each country by way of a central tracking platform in order to establish and optimize the efficiency of the overall online marketing budget.

Implementation

(A) Search engine marketing (SEM)

The SEM campaign was initially implemented for a two-month trial period in a single division and just one language. Based on the results of this pilot program, the campaign was gradually rolled out across additional divisions, languages, and countries. A uniform methodology was established at the outset, enabling new campaigns to be launched quickly and efficiently.

Key Business Benefits

- Increased number of qualified leads via search engines at a defined cost per lead (CPL)
- Website enhanced to improve visibility to search engines
- Sponsored link campaigns in 6 languages
- Standardized tracking and daily optimization
- Number of qualified search engine leads boosted by 87%

1. Choosing networks

Here, the main focus was on the global networks Google AdWords and Yahoo! Search Marketing.

2. Establishing the relevant search terms

In order to identify the relevant search terms, various departments in the divisions taking part in the campaign conducted internal brainstorming sessions. The results were then used to compile lists of search terms. These lists were crosschecked with various search term databases, with some terms being added and others removed to prevent unwanted hits.

3. Analyzing click potential and costs

Based on the search terms, a campaign budget was defined and forecasts made of expected traffic levels. Keywords not expected to generate significant traffic were dropped.

4. Developing ad texts

The campaign was divided into different groups of ads that reflected the defined search terms. For each group, a number of ad texts were created with a variety of different advertising messages. In the course of the campaign, priority was given to the texts that delivered the best results.

5. Deep links

Where possible, an individual deep link was defined for every search term, ensuring the strongest possible correspondence between search term and target web page.

6. Going live

Before the campaign went live, tracking scripts were implemented across the entire website. The tracking system was then structured to give each division easy online access to the data.



“Search machine marketing is now the key element in Mettler Toledo’s online marketing mix,” says Michael Ries, Internet Solution Manager at Mettler Toledo. “The central management facility allowed us to set and achieve our objectives internationally in a focused, transparent manner. Hits and leads have both risen sharply, and we have been able to stay within the predefined cost per lead. Adopting a coherent approach to SEO and SEM activities has been a key success factor and the standardized central reporting system has allowed us to get maximum benefit from our online marketing budget.”

7. Reporting/monitoring and optimization

After going live, click prices, search terms, ad texts, and deep links were optimized on a daily basis, while complying with the defined cost per lead. To facilitate reporting and optimization, campaign data was imported directly into the tracking system via API interfaces to Google and Yahoo! The data was then optimized by way of a semi-automated bid management system. In addition, a standardized monthly report was produced for each division’s management team, providing a condensed country-specific summary of overall performance. This summary was used as the basis for making adjustments to campaign strategy and budget priorities.

The agency is currently supporting and expanding SEM campaigns for nine Mettler Toledo divisions in German, English, Spanish, Italian, Portuguese, French, Hungarian, and the Nordic languages. The entire project comprises a total of 6,000 search terms and 1,500 different ad texts.

(B) Search engine optimization (SEO)

Due to the website’s complex structure and the number of languages involved, individual optimization options were identified over a number of months. A kick-off meeting was held to set up the project teams on both sides, allocate tasks and responsibilities, and clarify outstanding questions about the website and project objectives. The next stage involved analyzing the website’s technology and structure, its contents and content management, and its external links, all from a search engine perspective. At the same time, the most relevant search terms for the website were defined. The fact that SEM campaigns were already under way made it possible to identify successful keywords with a high conversion rate. This proved to be a significant factor in successfully structuring the site content and subsequently achieving good ranking results.

Following completion of the analysis phase, a comprehensive and realistic set of strategies was agreed upon and the next stage in the optimization of on-site factors planned. All strategies were developed by the agency, implemented by the customer, and then reviewed by the agency.

After working on the on-site factors, the focus switched to off-site optimization. An in-depth analysis of external links was undertaken, leading to the creation of a prioritized list of websites to be contacted regarding modification of their link to www.mt.com. In addition, potential new cooperation partners were contacted and asked to add a link. It is important to recognize that the optimization of external links is an ongoing process, which cannot be automated. The key lies in taking a structured approach and only investing time and energy in obtaining a link if it makes a qualitative difference and complements the content of the website.

Quality is more important than quantity!

Results

A centralized online marketing tracking solution (Statlynx from Traceworks) is used to monitor the full range of online marketing activities on a single platform and make comparisons between them. The data is presented in such a way that overall performance is summarized in a management dashboard and this page used as the starting point for drilling down to the campaign and search term levels. Reports can be compiled as required and exported in a variety of data formats (e.g., xls).

The results of this case study have been collected for the period from April 2005 to March 2006. Over this period, the number of visits to the website increased by 68%. Hits using organic search engine indexes rose by 151% in the same period, while SEM campaign traffic increased more than tenfold.

Having said that, the significant SEM increase can largely be attributed to the initial low level of investment in SEM. However, SEM activity and organic search engine indexes now generate 63% of all visits to the www.mt.com website between them. Together with the increase in traffic on the website, the number of leads also rose considerably:

Qualified leads gained 87%, leads from search engine indexes rose by 145%, and leads from sponsored links went up by a factor of 15. The latter figure needs to be seen in the context of the relatively modest previous activity in this area, however.

During the period under review, the percentage of leads from search engine indexes rose from 20% to 25%. In the same period, the share of leads generated by SEM campaigns climbed from 4% to 29%. SEM and SEO are now responsible for generating 54% of all the company’s leads.

Intershop Product:

SoQuero Online Marketing Solution

Business Model:

Business-to-Business

Industry Segment:

Precision instruments for laboratories, industry, and retail

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