

**webchutney** | PERFORMANCE MEDIA  
Retail E-commerce Website

Case Study: Leading Internet Retailer



With 4 months into the campaign, the clients click to transaction ratio, a critical measure of success increased by 2.8 times allowing them to take full advantage of search engine traffic.



## Background

The client, a comprehensive e-commerce provider, approached Webchutney with an objective of becoming the number one online store when consumers searched for products and services they were offering. To deliver on that campaign objective, the store needed to have a robust and scalable internet campaign in a fiercely competitive e-commerce market.

## Challenges

The client did not have internal bandwidth to maximize their online marketing performance. Furthermore, the client had over 40 categories of products being sold online from low value products like stationary to high value electronics and consumer durables.

## Solution

Webchutney worked with their marketing team and helped them define long-term goals of the campaign based on product categories. We started with understanding how users who landed on their website, searched and navigated within the website to get an insight into 'keyword searches'. Further, we added our keyword creation and optimization expertise to add depth to their Search and Contextual advertising programs.

After conducting a thorough research, Webchutney developed a list of the most popular keywords that customers were using to find similar products and services.

Using that valuable information, Webchutney content architects studied the site's content and found several areas that were in need of vigorous optimization efforts. In addition, the team created original keyword-rich content. Our in-house optimization techniques provided a clear view for the realization of the client's objective by presenting detailed tracking information based on user behavior, cost per visits and subsequently cost per transaction.

Shortly after the campaign optimization initiative, not only the unique visits to the website dramatically increased, there was a rise in absolute conversions as well.

Further more, to complement shopping trends, Webchutney worked with their marketing team to develop a number of Microsites and transaction pages to suit topical product searches and further improve conversions

## Result

Within 4 months from the start of the campaign, the customer's storefront experienced a 400% increase in traffic with the cost of clicks declining by 23%

Additionally, their click to transaction ratio, a critical measure of success has risen by 2.8 times, allowing them to take full advantage of Search engine traffic.

# webchutney

Founded in 1999 and headquartered in New Delhi, India, Webchutney is a full service interactive agency credited with being one of the pioneering Search Engine Marketing practices in Asia. Webchutney's leading edge comes from a potent mix of technology, marketing and usability expertise and a dedicated staff of 100 which boasts of some of the biggest internet companies and successful brands. From consumer goods to healthcare, from education to financial services, we have partnered and added value to search engine marketing strategies of companies around the world.

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