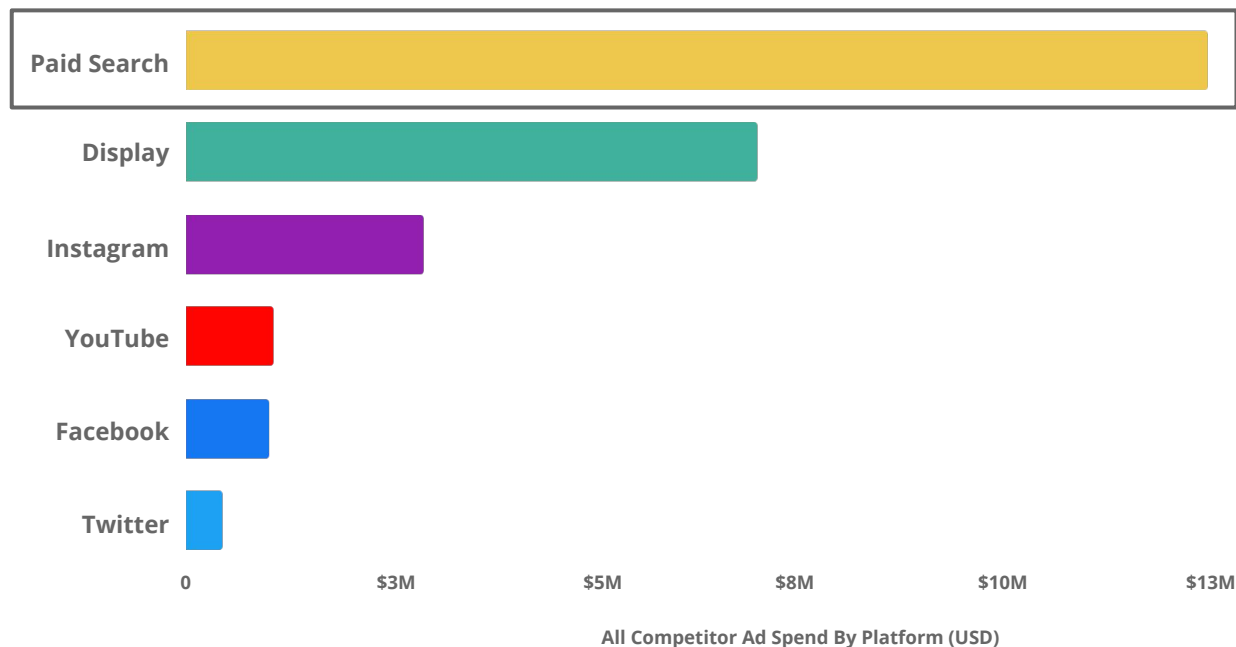




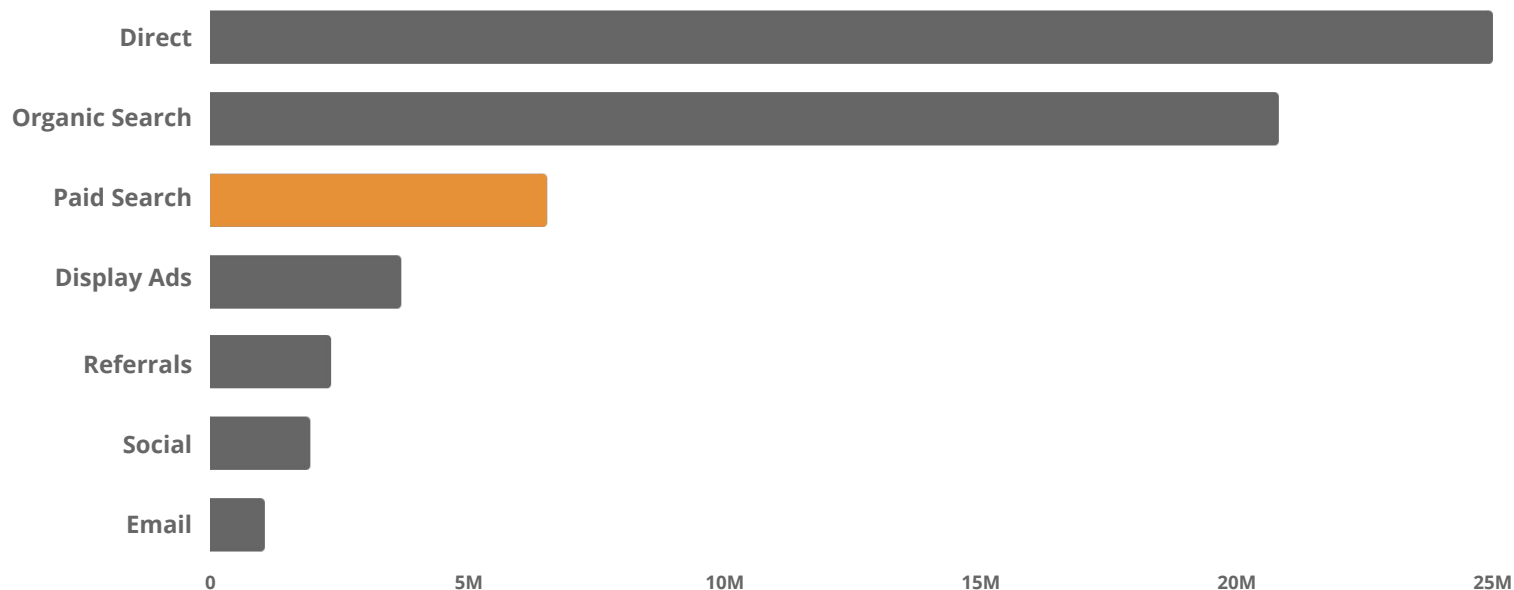
adidas

**Bidding on Non-Branded Keywords
For Efficient Paid Search
Adidas**

In July, Paid Search accounted for 50% of the collective ad spend of the top running brands we analyzed.



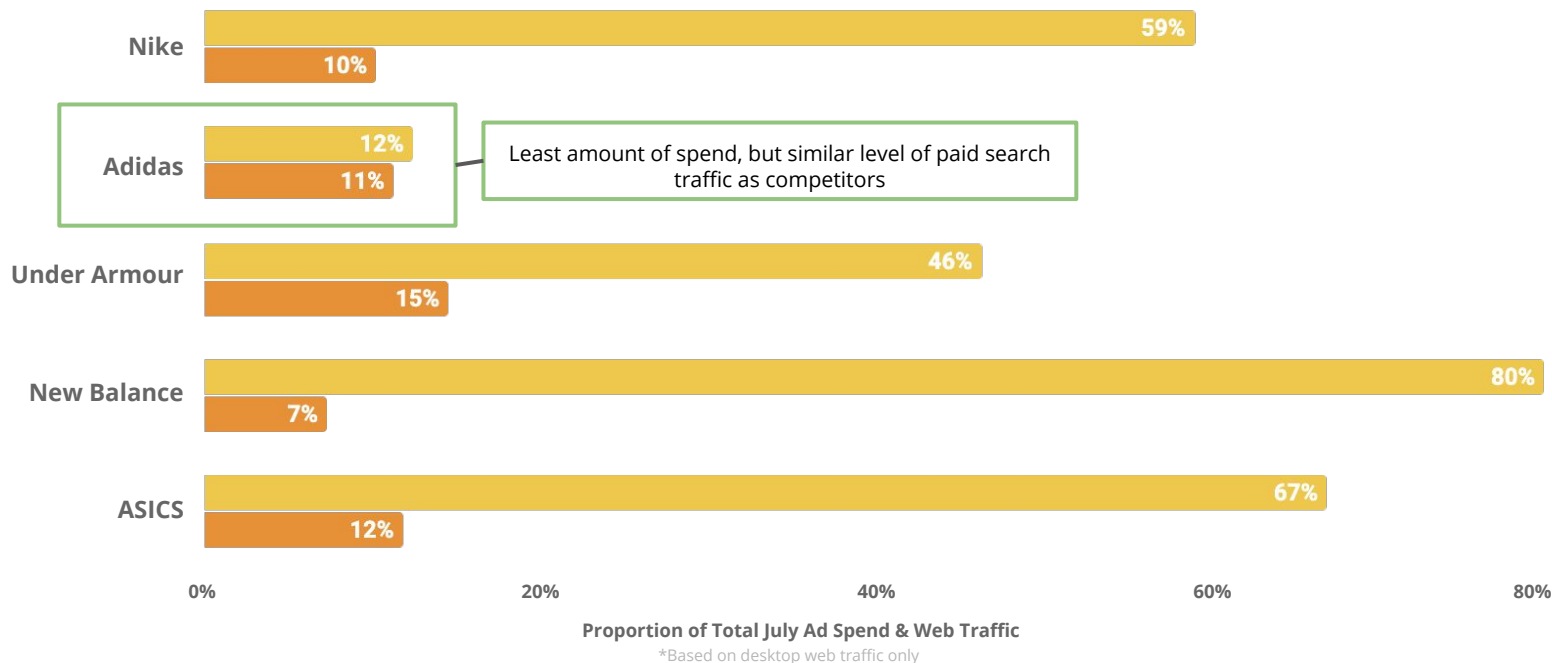
Paid Search was the third highest traffic channel for the competitive set, accounting for 11% of competitors' total traffic in July.



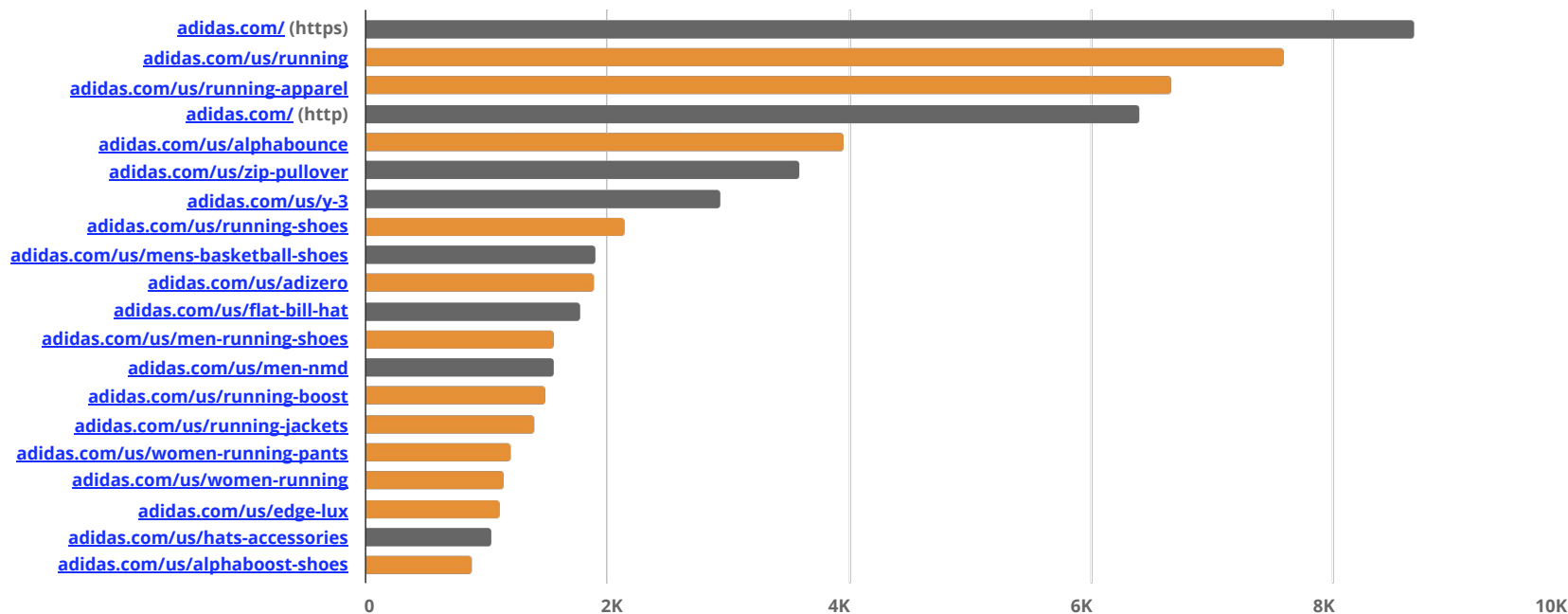
All Competitor Web Traffic By Channel

*Based on desktop web traffic only

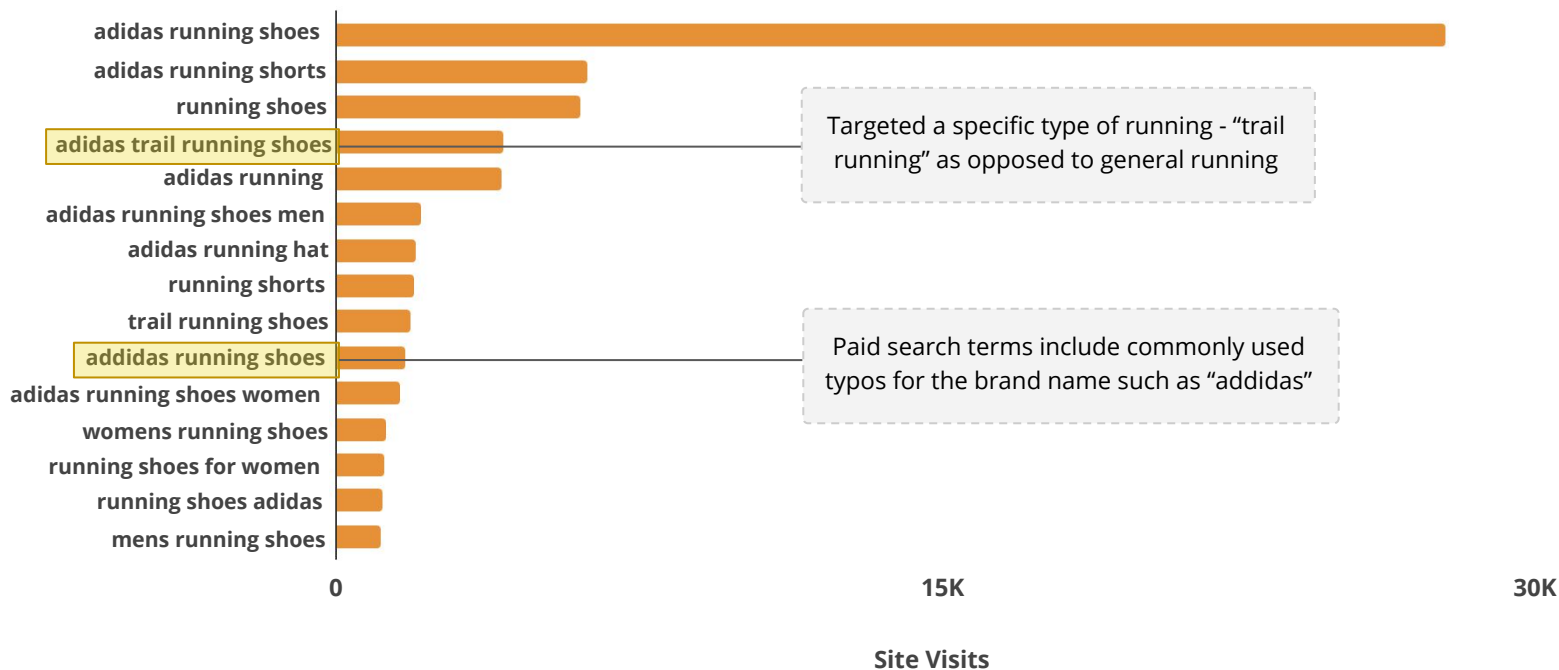
When comparing the **proportion of total ad spend allocated to Paid Search** to the **proportion of total web traffic from Paid Search**, competitors like Adidas & Under Armour are getting a greater ROI on their investment. This may suggest that they are bidding more effectively on less competitive keywords.



When analyzing Adidas' top 20 paid links in July, 60% direct to **running related items** on the Adidas US site.



Adidas' top performing **running paid search keywords** were branded, and mainly focused on shoes.



Adidas' top paid search ads used the following tactics:

Free Shipping Offer

adidas® Running Shoes - Official adidas® Online Store

www.adidas.com/

Shop adidas® Running Shoes Today. **Free Shipping** For Members On All Orders. Explore The Latest Shoes, Clothing & Accessories On adidas.com. Maximum Energy Return.

Ad Position: 2

15% Off Discount

adidas® Running - Official adidas® Online Store

www.adidas.com/

Don't Miss Out On Your Favorites. Order From The Official adidas® Store. Explore The Latest Shoes, Clothing & Accessories On adidas.com. **Sign Up & Get 15% Off.** Maximum Energy Return. Greater Every Run. Free

Ad Position: 2

Promo Code (25% Off)

adidas® Running Shoes - **25% Off W/ Code SUMMER**

www.adidas.com/

Shop adidas Boost™ Running Shoes Today. Free Shipping For Members On All Orders! Don't Miss Out On Your Favorites. Order From The Official adidas® Store. Here To Create.

Ad Position: 1

Sense of Urgency - "Ends in 3 Hours"

adidas® Running - **25% Off Ends In 3 hours** - adidas.com

www.adidas.com/

Free Shipping For Members On All Orders! Shop adidas Running Gear Today. Enjoy 25% Off Sitewide! Use Promo Code SUMMER At Checkout. Sign Up & Get 15% Off.

Ad Position: 1

Key Takeaways

From the Adidas Paid Search Case Study

Focus Allocation — Paid Search: In July, Search accounted for 50% of the collective ad spend of the top running brands we analyzed, and 11% of their overall web traffic, which is higher than most other consumer verticals. Paid Search should be considered an integral part of the strategy to reach runners and compete with leading brands.

Tactics — Target Specific, Long-Tail Keywords: Competitors like Adidas & Under Armour are driving traffic more efficiently than other brands with their Paid Search investment by focusing on long-tail and category specific keywords that are less competitive. Long-tail & running specific keywords are more targeted and align with the audience's purchase intent. For example, "running shoes" may have a high search rate but low conversion rate as it is quite broad. Whereas, "trail running shoes for women" offers a better opportunity to provide the right product for the customer's need.

Tactics — Test Branded vs. Non-Branded Keyword Targeting: Including branded terms in paid search keywords narrows the targeting of your ads to those searching for your brand & the specific product. This can help increase conversions as the customer is directed to the landing page of your choice, rather than the page Google deems is best.

Tactics — Test Urgency Elements in Ad Copy: Adidas' paid search ads are focused on incentives such as free shipping, and promo codes (15-25% off): The ad copy also included a sense of urgency to motivate consumers to click through to the site (i.e: "25% - ends in 3 hours").