

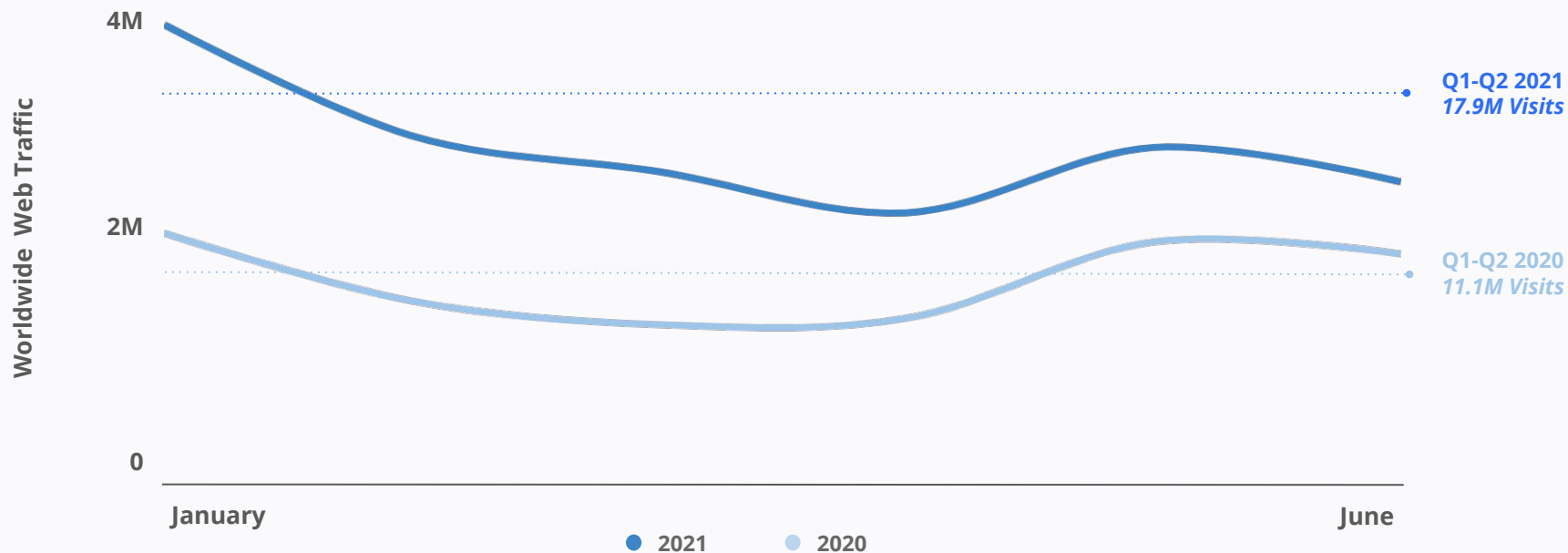


salomon

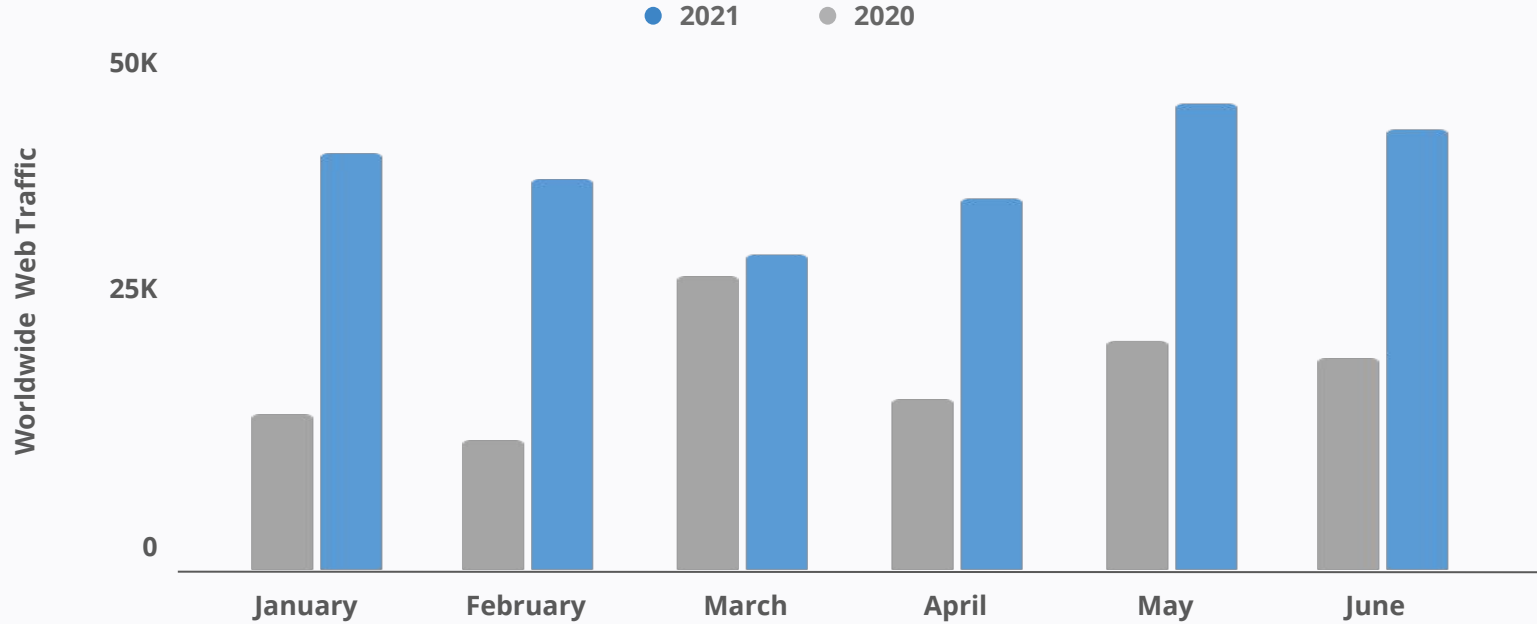
**Increasing Paid Search Traffic
by +102% YoY**

Sporting Goods & Outdoors

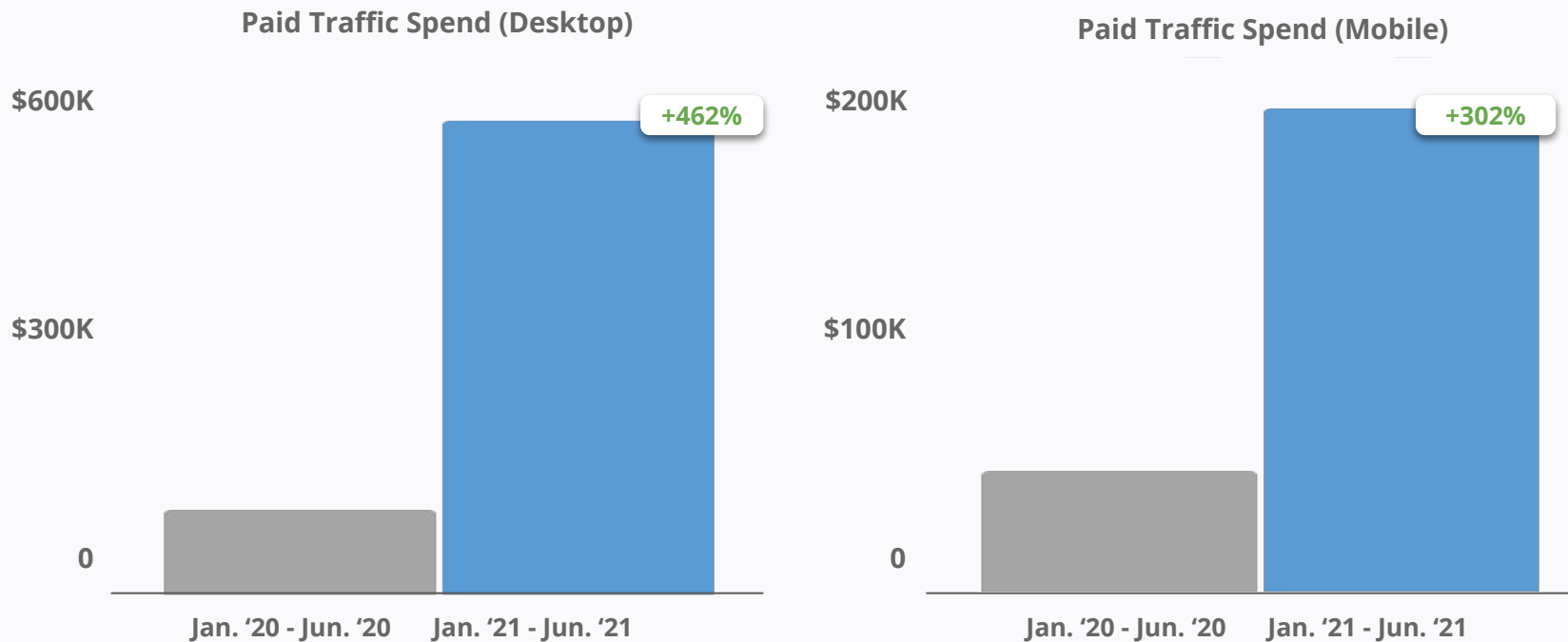
Salomon, an outdoor apparel and shoe brand, increased their total web traffic by **+61%** YoY in Q1-Q2 2021.



During this same period, Salomon's paid traffic increased by **+102%** YoY.



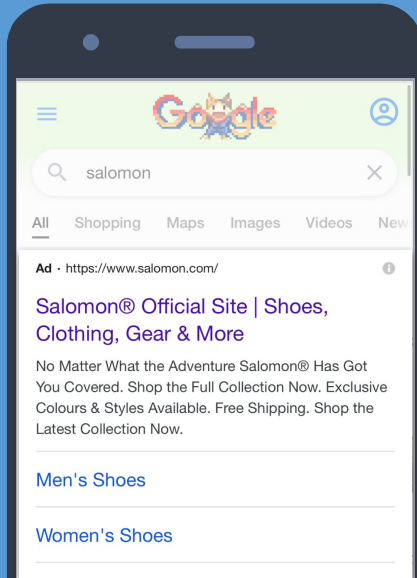
This increase in paid traffic can be attributed a **+409%** YoY increase in Salmon's total paid traffic spend.



Salomon's paid search advertising campaign entails text based ads and product shopping ads.

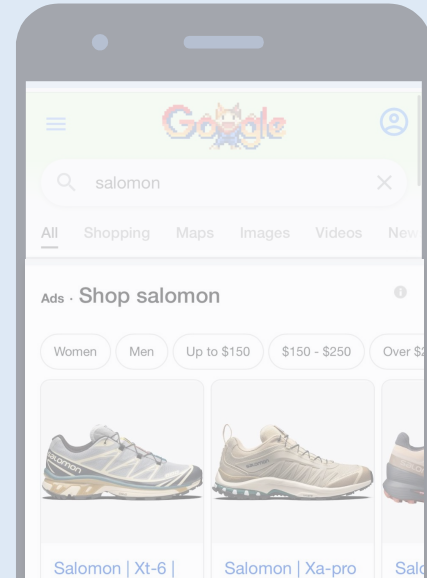
01

Text Based Ads



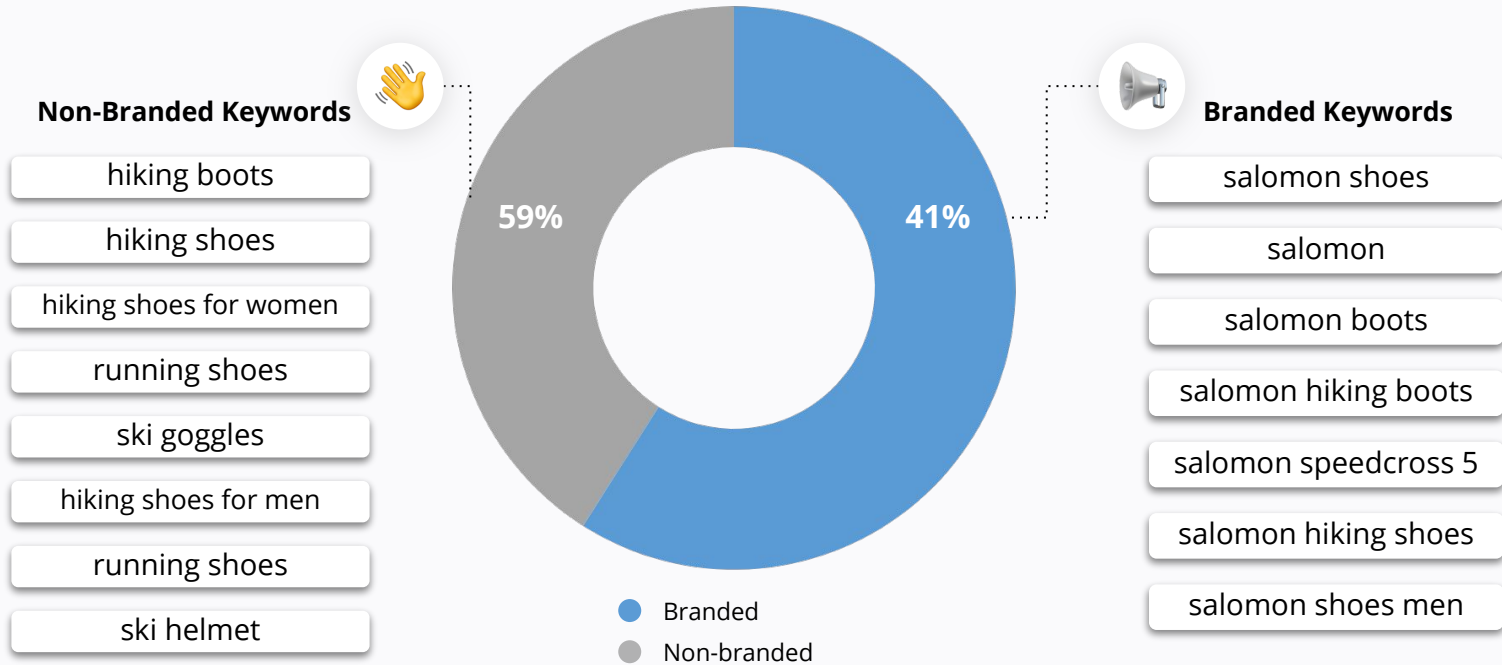
02

Product Shopping Ads



1. Branded & Non-Branded Keywords

Salomon's top performing paid keywords use a mix of branded (41%) and non-branded (59%) keywords.



Low-Volume, High Intent Keywords

salomon ultra 3 mid gtx
mens

salomon x ultra low gtx

salomon black rx moc
advanced sneakers

salomon sight helmet

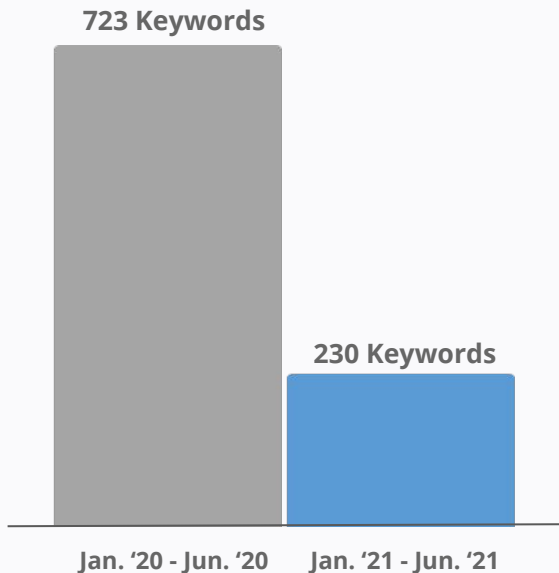
salomon pilot boot quick
lace replacement

salomon sense ride 3
trail-running shoes

salomon outpath pro
mens 11

salomon trail runner
twinskin short

Avg. # of Paid Keywords in SERP 1-3 Positions*



Text Based Ads:

2. Low-Volume, High Intent



of Keywords

In Q1-Q2 2021, Salomon reduced the number of paid keywords they rank for by **-493**. Salomon's paid strategy in Q1-Q2 2021 was to focus on a smaller number of keywords that are higher converting.

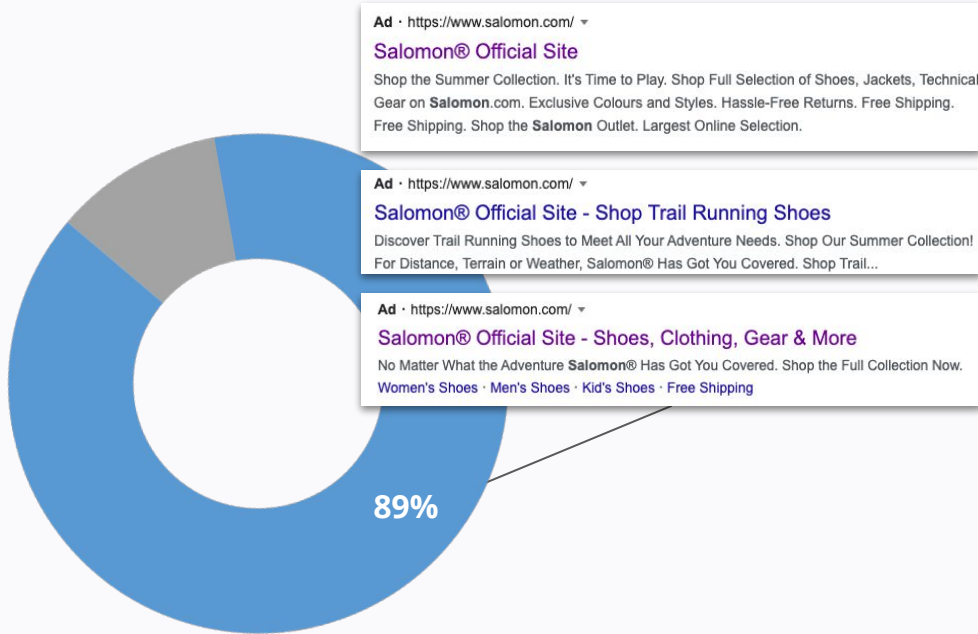


Branded Long-Tail Keywords

Salomon bids on branded long-tail keywords such as "salomon ultra 3 mid gtx mens". Long-tail keywords more specific and have more user intent compared to short-tail keywords such as "hiking boots". Additionally, long-tail keywords make up 70% of all Google searches**.

*Average # of monthly keywords that appear on the first 3 positions on Google search

**Source: [Click to View](#)



Search Ad Title starts with:

- **“Salomon® Official Site”**
- Other

Text Based Ads:

3. Ad Headline



Branded Headline

Of the top-performing search ads, 89% of them have headlines that start with "Salomon® Official Site".

Competitors and retailers, such as MEC and Atmosphere, use Salomon branded keywords in their ad headlines and descriptions.

Having “Salomon® Official Site” in the ad headline helps users quickly identify Salomon’s website and increases their CTR.

Text Based Ads:

4. Ad Description

Salomon top performing search ads descriptions focus on these six categories:

1



Right for You

Top Keywords

hiking shoes

hiking boots

salomon shoes

Example Ads:

Salomon® Official Site | Lightweight Hiking Shoes

[Ad https://www.salomon.com/en-us/shop/sports/hiking/shoes.html](https://www.salomon.com/en-us/shop/sports/hiking/shoes.html)

Choose the Shoe that's Right for You. On Road, Track or Trail, Salomon® Has You Covered.

2



Large Selection

salomon

womens trail running shoes

salomon

Salomon® Official Site | Shoes, Apparel, Gear & More

[Ad https://www.salomon.com/en-us/shop/sports/hiking/shoes.html](https://www.salomon.com/en-us/shop/sports/hiking/shoes.html)

Discover a Large Selection of Jackets, Clothing, Hydration Packs & Bags from Salomon®. Exclusive Colors & Styles Available. Free Shipping & Returns. Shop Now!

3



Pioneers in Technology

snowboard shops near me

snowboard shop

hiking shoes for men

Salomon® Official Site | Shop Snowboards Now

[Ad https://www.salomon.com/en-us/shop/](https://www.salomon.com/en-us/shop/)

For over two decades, Salomon® has pioneered snowboard technology for all types of riding.

Text Based Ads:

4. Ad Description

Salomon top performing search ads descriptions focus on these six categories:

4



Achieve Goals

Top Keywords

running shoes

best running shoes for women

best running shoes

Example Ads:

Salomon® Official Site | Shop Running Shoes

[Ad https://www.salomon.com/en-us/shop/](https://www.salomon.com/en-us/shop/)

Shop the Latest Running Shoes that Will Help You Achieve Your Running Goals. Offering the Support & Stability You Need for Running.

5



Protective

ski goggles

snowboard helmet

ski helmet

Salomon® Official Site | Shop Goggles Now

[Ad https://www.salomon.com/en-us/shop/](https://www.salomon.com/en-us/shop/)

Protect Your Eyes with Salomon® Ski Goggles. Offering Comfortable & Unique Styles.

6



Adventure

salomon

salomon boots

best trail running shoes

Salomon® Official Site | Shoes, Clothing, Gear & More

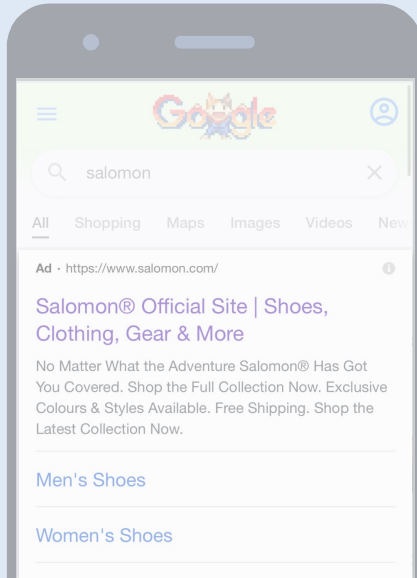
[Ad https://www.salomon.com/en-us/shop/](https://www.salomon.com/en-us/shop/)

No Matter What the Adventure Salomon® Has Got You Covered. Shop the Full Collection Now. Exclusive Colors & Styles Available.

In addition to Salomon's text-based search ads, product shopping ads are run on Google.

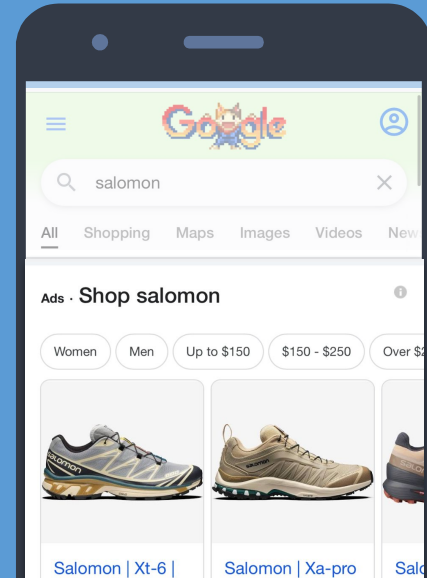
01

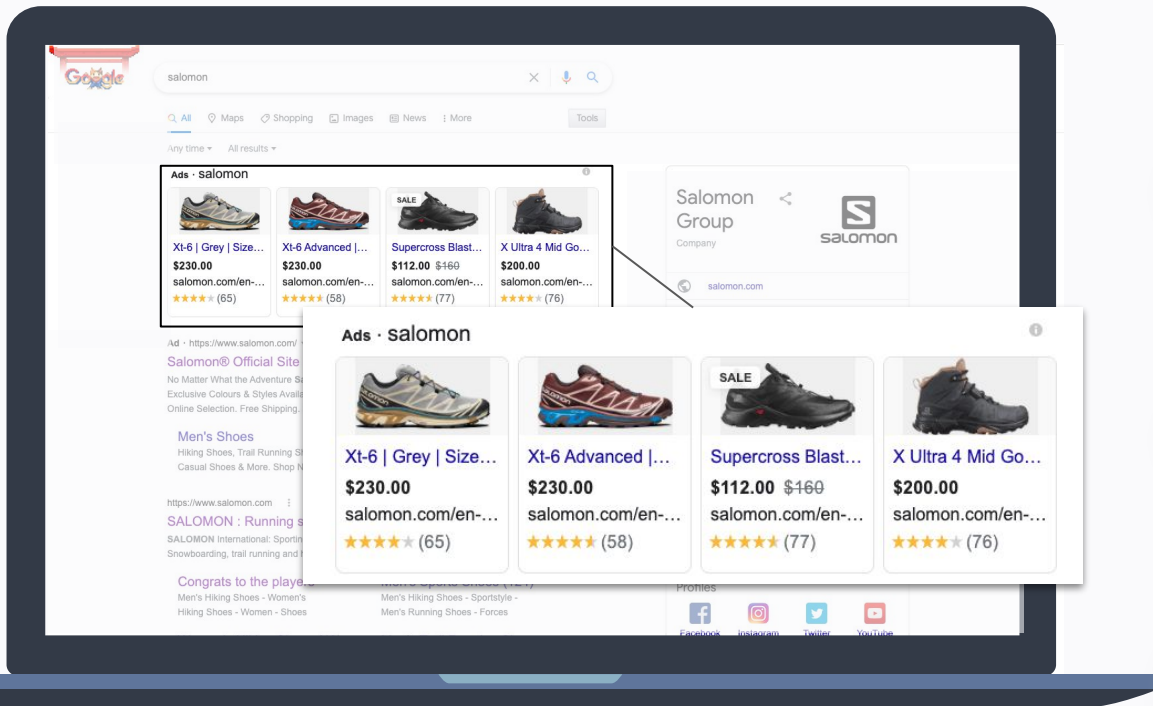
Text Based Ads



02

Product Shopping Ads





Product Shopping Ads:



Drive Qualified Traffic

Product shopping ads drive qualified traffic by featuring product information directly in the ad to help users make informed purchase decisions before clicking.



Retail-Centric

Product shopping ads do not use keywords. Instead, Google uses the Merchant Centre feed and crawls websites to determine what search queries will trigger your ads.

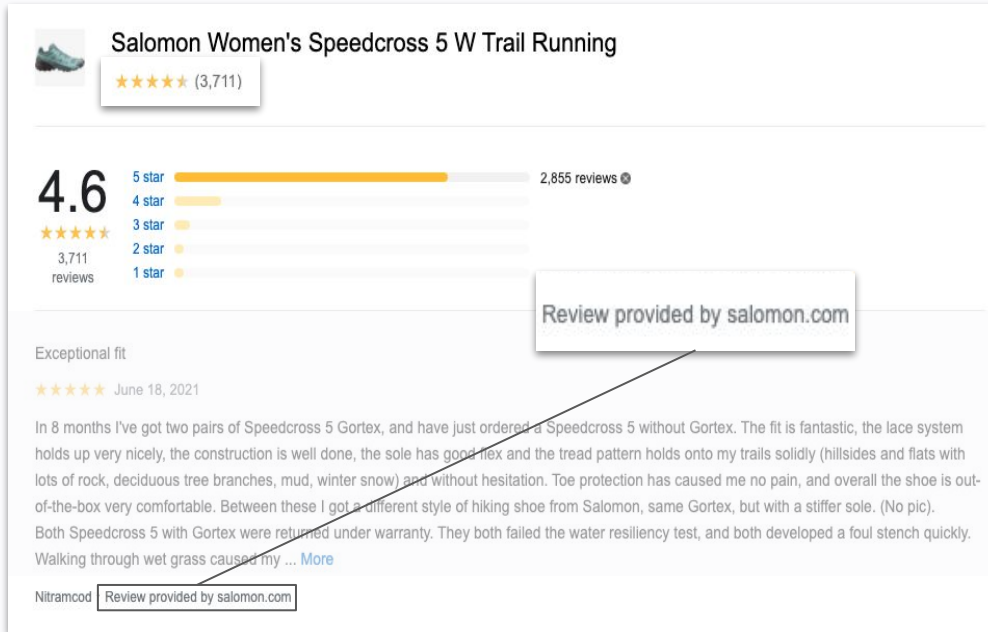


Increase Impressions

More than one shopping ad can appear at a time - meaning one search query could result in a user viewing a variety of different products and text ads.

Product Shopping Ads:

1. Product Reviews



Salomon Women's Speedcross 5 W Trail Running

★★★★★ (3,711)

4.6 5 star 2,855 reviews

★★★★★ 3,711 reviews

★★★★★ 4 star

★★★★★ 3 star

★★★★★ 2 star

★★★★★ 1 star

Review provided by salomon.com

Exceptional fit

★★★★★ June 18, 2021

In 8 months I've got two pairs of Speedcross 5 Gortex, and have just ordered a Speedcross 5 without Gortex. The fit is fantastic, the lace system holds up very nicely, the construction is well done, the sole has good flex and the tread pattern holds onto my trails solidly (hillsides and flats with lots of rock, deciduous tree branches, mud, winter snow) and without hesitation. Toe protection has caused me no pain, and overall the shoe is out-of-the-box very comfortable. Between these I got a different style of hiking shoe from Salomon, same Gortex, but with a stiffer sole. (No pic). Both Speedcross 5 with Gortex were returned under warranty. They both failed the water resiliency test, and both developed a foul stench quickly. Walking through wet grass caused my ... [More](#)

Nitramcod Review provided by salomon.com



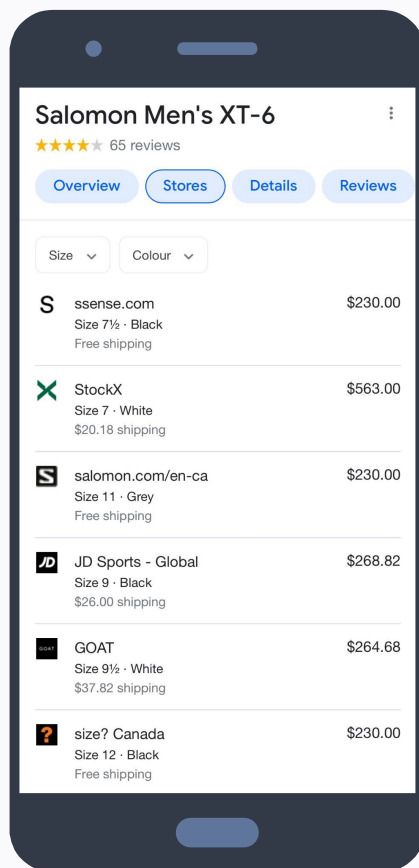
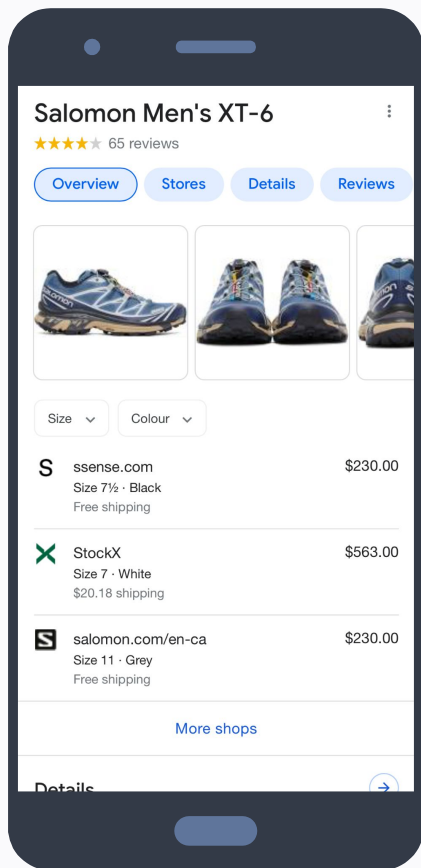
Stand Out with Product Reviews

Salomon stands out from competitors by utilizing product reviews. Having reviews can help customers make qualified decisions and increased brand credibility.



Third-Party Reviews

Salomon uses a third-party tool, [Bazaarvoice](#), to help collect and manage customer reviews. These reviews are integrated onto Google so that they appear on Salomon's shopping ads.



Product Shopping Ads:

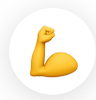
2. Price Point

Compare Prices









With Google's Comparison Shopping Service, users can easily compare prices and promotions amongst competitors with their "compare price" feature. Salomon keeps their prices competitive to maintain a strong position in the market.

Price Competitively



The price of a product is an important factor in the buyer's purchasing decision. Brands use Google's price benchmarking features to help price their products consistent with the market. Brands utilize a larger bid cap on competitively priced products.

			
Speedcross 3 Blue Size: 10	Speedcross 5 Multi Size: 9	Speedcross 3 Black Size: 11	SALE 
\$170.00 salomon.com/en-ca ★★★★★ (89)	\$170.00 salomon.com/en-ca ★★★★★ (3,713)	\$170.00 salomon.com/en-ca ★★★★★ (89)	
Free delivery	Free delivery	Free delivery	Supercross Blast Gtx Black Size: 11.5 \$112.00 \$160 salomon.com/en- ca ★★★★★ (77)

Product Shopping Ads:

3. Special Offers & Sales



Differentiate with a Special Offer

Salomon stands out from competitors by promoting free shipping in the ads' special offers section. This helps differentiate products amongst others, lowering switching costs from one brand to another with deals such as free shipping and discount codes.



Merchant Promotions

Salomon uses Google's Merchant Promotions to feature sale prices. This helps highlight their products and reduce CTR while driving conversions.

Product Shopping Ads:

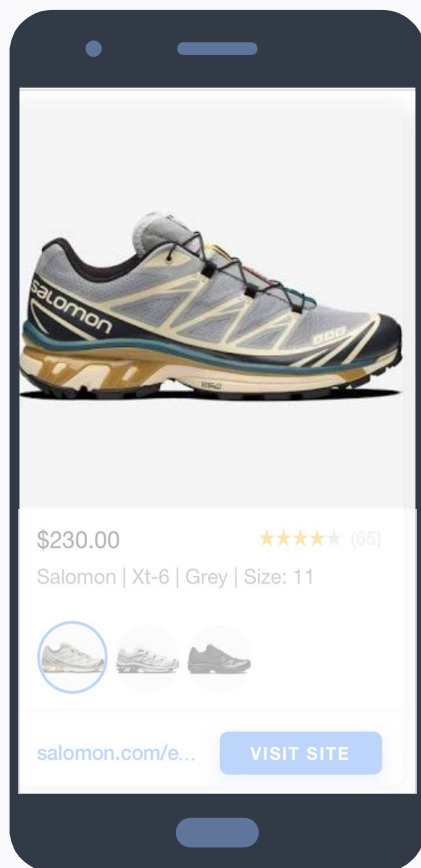
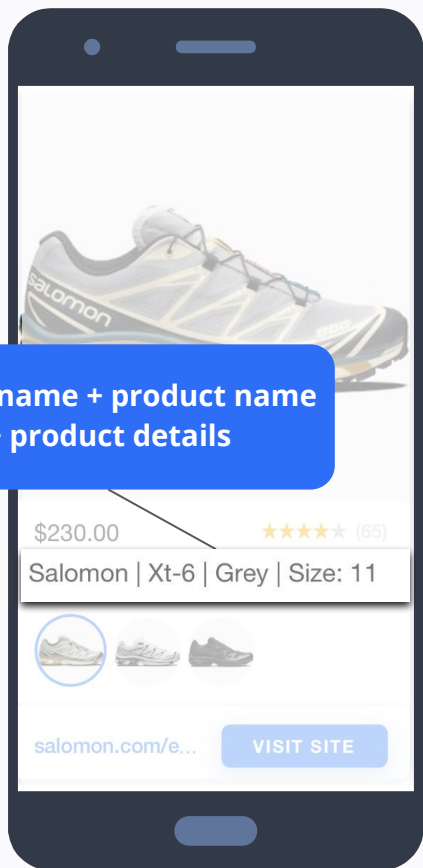
4. Optimize Ad Creative

Brand Titles

High-intent searches are often branded queries such as “Salomon GTX”. Salomon uses their brand name in the ad title first, followed by product name, and other important attributes such as size, colour and gender.

Image Quality

Following Google’s suggested best practices*, Salomon uses high-res product photography (1620x1620px) that has been shot on a solid white background. Salomon uses a variety of angles so users can have a good understanding of what the product is.



[*Google's Best Practices](#)

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Title:

www.salomon.com/en-ca/shop/product/x-ultra-4-21.html

**Image
Alt Text:**

alt= "X Ultra 4"

**Meta
Description:**

```
<meta name="at-page-type" content="product-page">
<meta name="at-model-number" content="LG3741$">
<meta name="at-category"
content="sportss21:hiking:shoes,sportss21:hiking:shoes,menss21:shoes:hiking,menss21:shoes:hiking,menss21:collection:newcollection,menss21:collection:newcollection">
<meta name="at-sports" content="Hiking">
<meta name="at-practices" content="Outdoor">
<meta name="at-price" content="160">
```


**Product
Description:**

Benefits

Trail-inspired agility
Drawing on our trail-running expertise, this shoe is lighter and more agile, so you stay nimble on uneven terrain.

Enhanced stability
The new ADV-C Chassis targets articulations on the outer foot to optimize stability without limiting your mobility.

All-terrain grip
The Contagrip® MA outsole grabs the terrain, even when it's wet or slippery, giving you more control especially on descents.



Product Shopping Ads:

5. Optimize Product Pages



Google Shopping Feed

Product ads in Google Shopping don't use keywords and depend on the thoroughness of product feeds to show up for relevant queries.



Keywords

To appear in more searches, Salomon uses keywords in their page title, meta description, image alt text, and product description.

Key Takeaways

Salomon, an outdoor apparel and shoe brand, increased their total paid search traffic by +103% YoY in Q1-Q2 2021. During this period Salomon increased their paid ad spend by +409% YoY. Salomon's paid search advertising campaign entails text based ads and product shopping ads.

Paid Search Tactic — Text Based Ads:

- **Keywords:** Salomon uses a variety of branded and non-branded keywords to reach users at different stages in their buying journey. In Q1-Q2 2021, they focused on a smaller number of higher converting keywords. Salomon uses branded long-tail keywords to convert users with high intent to drive more clicks.
- **Ad Copy:** Salomon stands out from competitors on SERP features by using "Salomon® Official Site" in the ad headline. This helps users quickly identify Salomon's website and ultimately increase their CTR. Salomon tests a variety of different ad descriptions focusing on customer pressure points.

Paid Search Tactic —Product Shopping Ads:

- **Product Reviews:** Salomon uses product reviews to win clicks over competitors and increase credibility. Salomon utilizes a third-party review tools to integrate product reviews onto Google.
- **Price Point:** With Google's Comparison Shopping Service, users can easily compare prices and promotions amongst competitors. Brands use Google's price benchmarking features to help price products consistently with the market. Brands utilize a larger bid cap on competitively priced products.
- **Special Offers & Sales:** Salomon uses the special offering section to promote their free shipping. This helps differentiate products amongst others, lowering switching costs from one brand to another with deals such as free shipping and discount codes.
- **Optimize Ad Creative:** Salomon captures high-intent branded searches by formatting their ad titles as such: brand name + product name + product details. Salomon's product photography is high-res (1620x1620px) and has been shot on a solid white background.
- **Optimize Product Pages:** Salomon provides thorough product details to ensure their ads appear for all relevant searches. On their web product pages, they use keywords in page title, meta description, image alt text, and product description.