



ourbrisbane.com

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ourbrisbane.com is a unique, Brisbane-based website which provides up-to-date information that enriches the experience of people who live in and visit the city. The award-winning website is an initiative of the Brisbane City Council, and covers all aspects of living in and visiting the Brisbane region.

The Approach

ourbrisbane.com commenced working with 24/7 Real Media in January 2002 with the goal of driving qualified and relevant traffic to their website. The strategic recommendation was that ourbrisbane.com implement a paid search campaign to achieve the objectives outlined. A paid search campaign provided the advantage of real time implementation and the capability to continually optimise and improve the overall results.

One such strategy employed to improve the effectiveness of the campaign involved the development of an expansive list of terms. With more terms in the campaign, the average cost per click (CPC) can be lowered by bidding on terms that competitors may not have considered. The number of terms in the campaign was greatly increased through a combination of keyword research activity by specialist campaign managers, plus utilisation of 24/7 Real Media's SEM technology platform, Decide DNA®'s capability to capture the actual term a user types into the search engine. The latter functionality can further be used to expand a list of black-listed terms that are discovered to be irrelevant to the campaign.

Additionally, and specifically relating to the ourbrisbane.com offering, was the strategy of taking advantage of Decide DNA's feed management capabilities. This involved the creation of automated keyword and creatives based on content feeds published by ourbrisbane.com, for example knowing that an upcoming event was taking place, or some real estate on offer in a particular suburb. By using these content generated feeds, we were able to run the campaign at maximum efficiency.

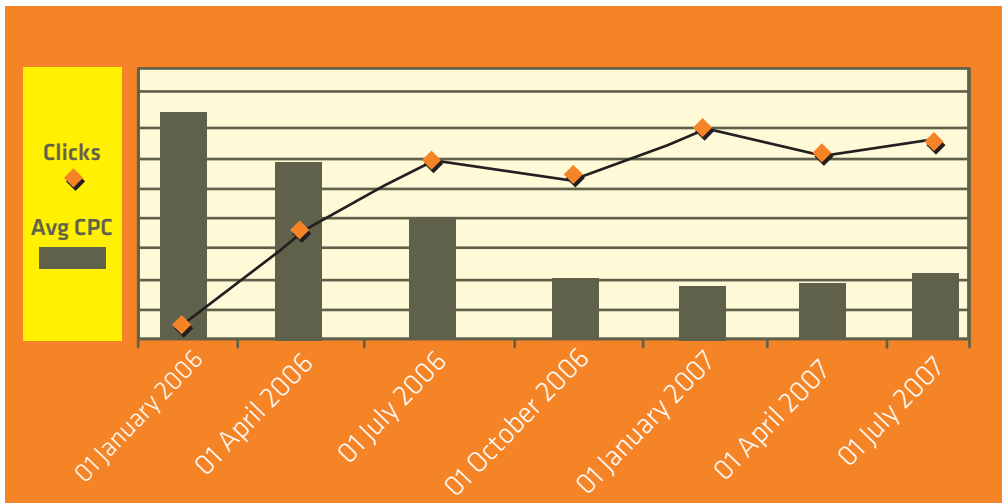
Another strategic initiative is the ongoing refinement of ad creatives to improve relevancy of the message and serve the most applicable ad for a search query. This continual optimisation of creative in order to improve the click through rate (CTR) and using the best creative to improve the overall quality score of the campaign, helped us achieve ourbrisbane.com's objective of driving relevant traffic to their site.

While driving traffic to ourbrisbane's site is the primary focus, 24/7 Real Media believes it is important to provide the searcher with the best user experience possible. To enable this, a deep-linking strategy was implemented which ensured that the searcher is sent to most relevant page. For example: anyone searching for 'real estate brisbane' will be directed to the 'real estate brisbane' page. This ensures the effectiveness of the campaign through greater relevancy and a positive customer engagement with the brand.

"Thanks to the high level of account service, campaign management and capabilities of Decide DNA Technology, ourbrisbane.com has continually enjoyed outstanding results from our SEM campaigns. As our business has evolved over the past 5 years so have our needs, and thankfully 24/7 Real Media have been there to assist us."

-Christine Coomber,
Marketing
Communications
Manager,
ourbrisbane.com





The Result

Since the inception of the campaign, ourbrisbane.com has experienced over 1 million paid clicks. The cost of traffic has been reduced several fold, and the campaign has evolved in line with the ongoing developments to the business needs.

The graph above illustrates the increase in traffic as well as the drop in the average cost per click over time.

About 24/7 Real Media

24/7 Real Media, a WPP company, 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 specialised 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, Asia and Australia. For more information, please visit www.247realmedia.com.au

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The Science of Digital Marketing.**