

How we helped a major brand use Search Share analytics to drive a 30% sales uplift

The importance of Search Placement

Getting your products to **rank in page 1 from page 2** in retailers websites can nearly double your sales. More than **52%** of consumer **search for relevant products** on retailers websites so it really pays to be discoverable in those instances. Ranking **below the middle** of the first page is **still a huge bump** from not ranking in the first page at all but **the top 10 results of the first page can have even greater impact** on your category sales share as shoppers love relevancy and tend to click those results more. Search ranking is therefore directly related with sales share and the ultimate goal is to achieve top ranking on the first page.

Problem to solve

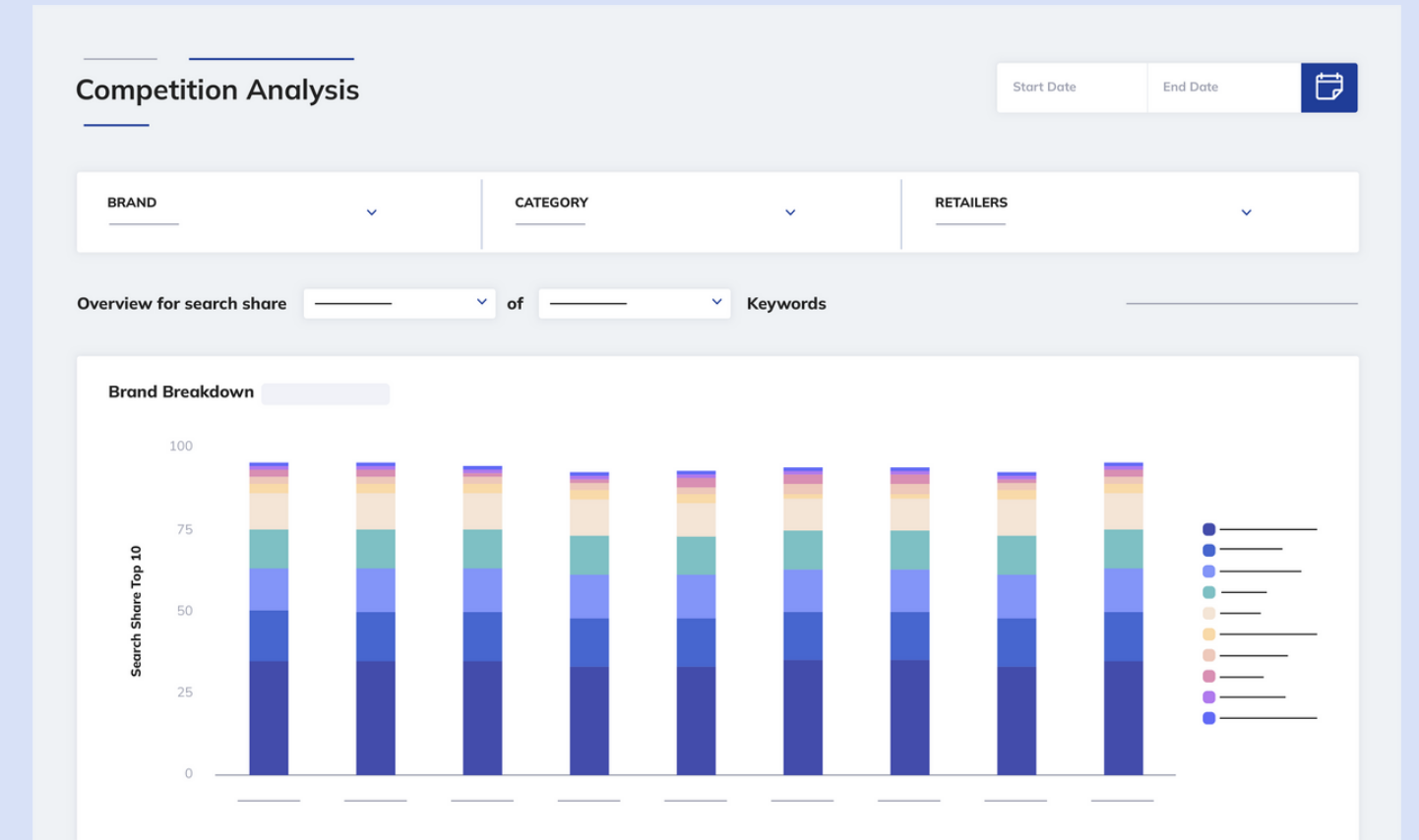
A major brand wanted a solution to improve search rank, identify and prioritise target keywords, measure search share performance across retailers and create a quick win scenario that leads to increased category sales.

Solution

Using **eRetail Content** for complete Digital Shelf control, Convert Groups' **Customer Success team** worked alongside the brand to effectively demonstrate which **keywords may improve ranking** and through **competition analysis**, identify **gaps with higher ranking brands**. After analysing over **100 relevant keywords** we helped the brand implement changes to product **titles** and product **descriptions** to **boost relevancy** and make them more discoverable. Using our content sharing technology getting those changes across retailers was a just a few clicks away. Finally, closing all gaps with major competitors and boosting more **relevant products to page 1** led to an increase in **sales by over 30%** in a just a few months of running those changes.



eRetail Content Competition Analysis Dashboard



100+
Keywords analysed

23.6%
Increase in share of page 1 top 10 results

32.3%
Increase in brand category sales

Results

*time period measured 1/10/2021 - 31/12/2021