






Crowdsourced Paid Search

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ALTERNATIVE

CASE STUDY

CLIENT: Alternative Apparel

OVERVIEW

As a lifestyle apparel brand at the forefront of the fashion industry, Alternative exists to inspire authenticity and comfort—both inside and out. Its mission is about more than just designing clothes that look and feel great: they want their unique community of wearers and supporters to feel comfortable in their own skin, laying the groundwork to inspire others and make a difference with how you live—and what you wear.

Alternative creates apparel and accessories for men, women, babies and toddlers across the United States and abroad, including Canada, Italy, Germany, Australia, Japan, and the United Kingdom.

CHALLENGE

Alternative had done a good job of building a paid search campaign that included their “head of the tail” branded keywords, but they didn’t have the resources to build and manage long tail keywords for the dozens of products they offer. Additionally, when they tried to expand their paid search campaign to include the Yahoo ad network, they were unable to generate cost effective clicks and conversions.

Alternative had tried running affiliate marketing programs, but weren’t happy with the results. They found that the affiliate programs were run by junior paid search marketers who didn’t have the expertise to build sophisticated, low cost paid search campaigns.

SOLUTION

Alternative launched a campaign in the Trada marketplace to leverage the manpower and expertise of the paid search experts working in Trada. This allowed Alternative to build a long tail keyword campaign that generated cost effective traffic on both the Google and Yahoo ad networks for the dozens of products they offer on their site.

RESULTS

Running a paid search campaign in Trada has not only allowed Alternative to grow their keyword list and ads to cover their multiple product lines, it also helped them quickly build out a holiday campaign during the December holiday season that included 89 unique ads and 5250 keywords.

“We were very successful at building a Google paid search campaign for our branded keywords with our internal staff. But generating thousands of keywords and dozens of ads that describe all of our products was simply too daunting for us. The Trada marketplace allowed us to put multiple paid search experts to work on our long tail paid search campaign, with sophisticated strategies that generate cost effective traffic on both Google and Yahoo.”

*—Paul Dempsey,
E-Marketing Manager*