

PPC CAMPAIGN DOMINATION



Launching SawStop's New Professional
Cabinet Saw Product With PPC Advertising

WINNER - AMA MAX AWARDS

Best Single Medium Advertising Campaign

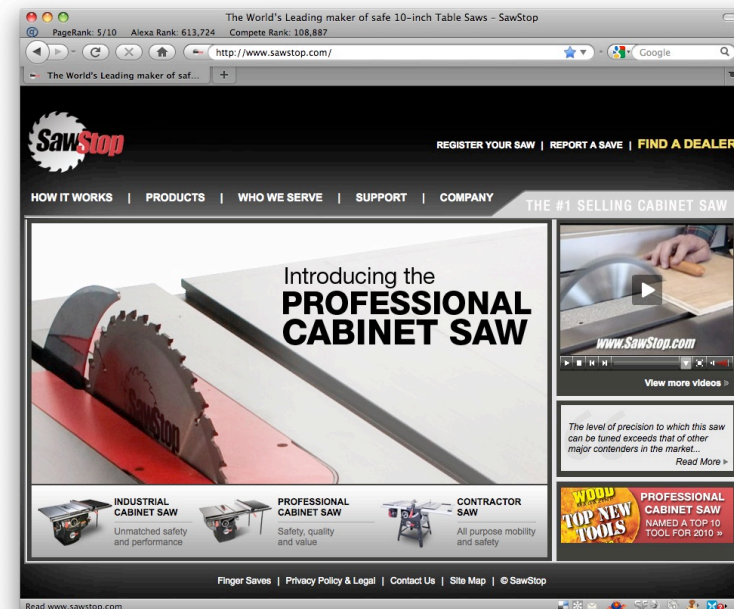
SawStop Cabinet Saw Promotion



Create Awareness and Drive Pre-Sales for a New Product for a New Target Market with Paid Search (PPC)

Executive Summary

- Pay Per Click (PPC) advertising launches a new product for SawStop, manufacturer of high-end table saws with unmatched safety features.
- “Pre-Sale” campaign promotion offers a reduced price and a free saw blade for pre-orders
- PPC campaign achieves: a 23% conversion rate; exceeds pre-sale goal by 50% and a **ROAS of 14,495%**
- The new saw would go on to be named one of Wood Magazine’s “Top 10 Tools of 2010”



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Marketing Objectives & Budget

For a limited budget over 3 months

Primary Marketing Objectives

- Create awareness, interest and pre-orders for SawStop's new Professional Cabinet Saw
 - Via impressions and clicks for targeted searches in search engines
 - Via visits to an informative landing page with brochure & DVD offer
 - Via promotional offer of reduced "pre-sale" pricing and a free saw blade for all pre-sale orders

Expected Results

- Generate [number withheld] pre-sale orders
- Capture visitor information for follow-up marketing efforts
- Drive foot traffic to dealers for pre-orders

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Campaign Strategy



Strategy

- Develop a paid search campaign for Google and Yahoo
- Optimize (find the best combination of) targeted search terms, ad copy, landing page
 - Keywords: Tightly define, test & optimize keyword selection and organization
 - Terms to target: branded (SawStop); category (cabinet table saw); “on message” (table saw safety); competitor brands (delta unisaw)
 - Ad Copy: Find the best combination of clever but clear ad copy highlighting product benefits & promotional offer
 - Landing Page: Create a campaign-specific landing page and use multi-variate testing (using Google Website Optimizer - FREE!) to identify the variation that converts at the highest rate
 - Call to action & button placement
 - Graphics & images
 - Copy

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Campaign Results



Measurable Outcomes

- Number of pre-sale orders exceeds campaign goal by 50%
 - Actual return on spend =14,495%
- Pay Per Click campaign converts at over 23%
 - PPC traffic out-converts all other traffic sources by 28.64%
 - PPC drives awareness: 90% of PPC visitors are new visitors to the site
 - PPC drives competitive positioning: keywords like “delta unisaw” were among the best performing terms

Anecdotal Outcomes

- The pre-order promotion built support for the Professional Cabinet Saw in the dealer channel creating a strong demand to put it in showrooms, resulting in solid sales momentum throughout the product launch period
- Many pre-order customers wrote thorough and glowing reviews of the saw on forums and community sites, building additional awareness
- The resulting buzz helped make the SawStop Professional Cabinet Saw one of Wood Magazine’s “Top 10 Tools of 2010”

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Testing Ad Copy Variations & Landing Pages



Paid search is unique - without visuals, clear and direct copy usually wins out over clever copy

Paid search also allows for rapid testing and iteration to find the best performing ad copy

Below are examples of variations we tested and ultimately the ad copy that worked best for different keyword groups

[New Cabinet Saw Pre-Order](#)
Performance, Safety & Value. Order
Now For \$2,899 & Get A Free Blade.
www.SawStop.com

Boring but effective, this ad dominated performance across most term groupings on both Google and Yahoo with a click through rate of up to 10.73%

Landing Page testing and optimization helped us identify the page layouts and information that worked best at driving conversions for different visitor segments. This page variation out-converted other variations by 13.9%

