

# Audible

## The Client

Audible.co.uk is a wholly-owned subsidiary of Audible Inc (www.audible.com), the internet's leading premium spoken audio source. Audible.co.uk offers a powerful collection of more than 100,000 audiobooks, including bestsellers and classic audio titles.

## The Objectives

After realising that its Paid Search results had plateaued, Audible.co.uk appointed Greenlight to revive disappointing sales figures through a dynamic Paid Search strategy. Audible.co.uk set us three main objectives which were to increase search traffic by 160%, lower cost per acquisition (CPA) by 20% and to incorporate at least 40% of inventory in Google's search listings.

## The Strategy

### PRE-CAMPAIGN ANALYSIS

We initiated a pre-campaign analysis – a key step in providing a thorough insight into Audible's existing target market. Our analysis showed that Audible's search was not only very small, but also that their consumers had a dynamic method of search that changed on a regular basis.

Further analysis revealed Audible's previous campaigns had lacked the control required to successfully target such a niche market.

### IMPLEMENT NEW PPC STRATEGY

Following the initial analysis, we implemented an aggressive and better controlled PPC campaign that maximised every opportunity offered by Audible's niche target market.

Audible's previous PPC approach employed just one basic Google campaign. We implemented 22 dynamic campaigns in Google, 22 campaigns in Yahoo and also ran campaigns at maximum capacity in MSN.



## THE RESULTS

### SEARCH TRAFFIC INCREASED BY 344%

Search traffic for Audible.co.uk sprung from 11,060 clicks in January 2007 to 49,166 clicks in July 2007, an increase of 344%.

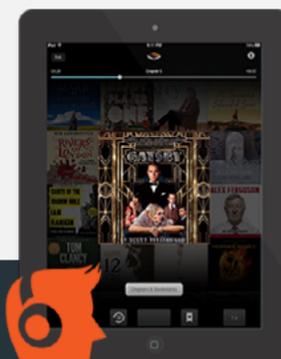
### SEARCH VOLUME INCREASED BY 1462%

Average search volume increased from 1,177,043 impressions to 18,399,251 impression - an increase of 1462%.

### CONVERSIONS INCREASED BY 78%

Year-on-year conversions increased by 78%.

### AVERAGE CPA TARGETS BEATEN BY 60%



### TESTIMONIAL:

*Greenlight's professionalism and passion for what they do shines through. They confidently consult around all elements of online marketing, from banner advertising through to Google's content network, which has opened up a new marketing stream for Audible.co.uk. Our new PPC campaigns have without doubt contributed to making us the leading audiobook retailer in the UK and allowed us to carve a profitable niche in the otherwise static book retail industry.*

**LOUIS WAHL,**  
MARKETING DIRECTOR AT AUDIBLE.CO.UK

