



## Apparel Retailer Makes Sense of the Long Tail of Search Keyword Data

“With our internal reporting, we can measure the ‘actual’ from our marketing channels. Hitwise provides insight into the ‘potential’ from those channels, and the tools to help us realize that potential.” - Dan Sackrowitz, VP Marketing and Business Development, Bare Necessities

### Industry

Shopping and Classifieds:  
Apparel



### Competitive Insights for Search Marketing

In the highly competitive world of online retail, information is key, but taking action on and making money from the enormous amounts of data is critical. Managing this competitive data, is what separates the leaders like Bare Necessities from the rest of the pack.

### The Challenge

“A lot of insight lies in the long tail of data when researching and building a portfolio of keywords for our search marketing campaigns,” says Dan Sackrowitz, VP Marketing and Business Development at Bare Necessities ([www.barenecessities.com](http://www.barenecessities.com)). “Rather than defaulting to the keywords at the top of the list, those in the long tail can be the low cost, high converting terms, so it’s important to have the right tools to analyze the full search tail.”

### The Solution

Using Hitwise Search Intelligence™, the online apparel retailer Bare Necessities identifies the ‘long tail’ of keywords that drive consumer traffic to their competitors’ websites but not to their own website. Dan Sackrowitz says, “We then incorporate this competitive intelligence back into our own distinct marketing programs (or channels), to maximize the revenue potential from each channel.”

Furthermore, using Hitwise, Bare Necessities identifies keywords that drive customer traffic to competitors’ websites only. Then they use these new, highly converting terms in their search engine optimization (SEO) and search engine marketing (SEM) campaigns. They also monitor patterns of keyword traffic to competitor websites to determine if Bare Necessities is maximizing its opportunity for each keyword.

### The Benefits

Since Bare Necessities tracks the revenue from each of its online marketing programs or channels through its own internal reporting, the additional insight provided by Hitwise data permits the retailer to evaluate the revenue potential for each of those channels.

By way of illustration, Sackrowitz asks, “We know how much traffic we receive from a particular marketing channel, but are our competitors getting even more traffic from that channel, and therefore, should we devote more resources towards maximizing that channel?” He responds to his own question, asserting, “Hitwise then provides us with insight to target additional search terms or affiliate sites and to help us maximize our revenue potential from each channel.”