



Search Sends Freight Company into Top Ten

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- Richard Mercer, Business Development Manager, Parcel2Go

Industry

Business and Finance
- Freight & Storage



Competitive Insights for Search Marketing

The Challenge

To better understand the potential of search marketing to boost the online presence of Parcel2Go.

The Solution

In January 2006, Parcel2Go purchased Hitwise to help guide its search term marketing strategies. Having seen the potential of search marketing among industry leaders, Parcel2Go turned to Hitwise for insight into competitive strategies with regards to developing keyword lists, search engine selection, and budget allocation.

Using Hitwise Search Intelligence, Parcel2Go identified the most effective keywords driving traffic to key competitors in its industry, and variations on those keywords, and implemented them on Google AdWords in February 2006.

Following the start of the pay-per-click (PPC) campaign, Parcel2Go significantly increased the traffic it was receiving from search engines, from 27% in February to 65% in June 2006.

In addition, Parcel2Go has more than doubled its market share since February, increasing its rank within the Hitwise Freight & Storage industry from #16 to a high of #5 in April 2006.

Parcel2Go subsequently achieved the Hitwise Top 10 Award within the Freight & Storage industry for the period April–June 2006, and now proudly displays the award on its home page.

The Benefits

In using Hitwise to identify the most effective keywords for its business, Parcel2Go achieved an ROI of 150% from its initial search campaign investment.

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