



## Careful Planning

Skincare specialist Murad used Google's content network to increase sales of cellulite treatments 15 percent and reduce overall cost-per-acquisition.

### Who they are

- Murad, Inc.
- www.murad.com
- Los Angeles, California
- Skincare treatment specialists



### What they needed

- To increase sales
- To cost-effectively acquire new customers
- To increase traffic to their website
- To measure the performance of targeted ads

### What they did

- Developed campaigns for use on Google's content network
- Used the AdWords Placement Performance Report to measure which sites were delivering the best value
- Adjusted their campaigns to target high-impact sites

### What they accomplished

- **Drove sales:** Cellulite treatment sales increased by 15%
- **Reduced costs:** Cost-per-acquisition decreased by 13% through the content network

After treating nearly 50,000 patients with every conceivable skin condition, Dr. Howard Murad, a dermatologist and pharmacist, was inspired to create his own line of skincare products. He founded Murad, Inc. in 1987 in southern California, and set out to turn his practical theories into targeted treatments that alleviate a variety of frustrating skin concerns, from acne and sun protection to anti-aging and cellulite.



*"We used to think that content advertising was only useful for increasing search conversions, but we found that you can achieve direct return on investment from content campaigns."*

*Katherine LaFranchise,  
senior director of online marketing for Murad*

Murad first established an online presence in the mid-nineties and began to use its website increasingly to connect with customers. Today, the Internet is a major channel in Murad's marketing strategy, and the company relies on Google AdWords™ for much of its paid search marketing. "We've used Google as a key part of our online marketing efforts for years – even before Google AdWords came along," says Katherine LaFranchise, senior director of online marketing for Murad. "We are well versed in the marketing power Google provides."

### Hitting a ceiling

Over the past five years, Murad's return on investment from search marketing increased continually. But online sales for one of its nine product lines – cellulite treatment – had hit a ceiling. The company needed to increase sales without increasing its acquisition costs. To break through this ceiling, Murad turned to its partner WebMetro, an Internet marketing agency, to help optimize its online campaigns.

"We developed a robust keyword portfolio for the cellulite product line and optimized Murad's search campaigns to the point that we were getting very high search placements," explains Michael Behrens, vice president of eMarketing at WebMetro. "At a certain point, however, there is only so much search traffic to tap in to. We had to find ways to get in front of new people."

### Hot topics

To increase sales volume, WebMetro recommended that Murad tap into Google's content network, comprised of hundreds of thousands of high-quality websites, news pages, and blogs that partner with Google to display targeted AdWords ads.

After creating several ad variations and delivering them to a multitude of targeted sites via the content network, Murad and WebMetro tracked each ad's performance using the Placement Performance Report (PPR) in AdWords. With the PPR, Murad was able to view detailed ad performance information, including what sites had shown its ads, the cost-per-acquisition (CPA) or sale, cost-per-click (CPC), and conversion rates.

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## About Google AdWords

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Google AdWords™ is a performance-based advertising program that enables businesses large and small to advertise on Google and its network of partner web sites. Hundreds of thousands of businesses worldwide use AdWords for text, image, and video ads priced on a cost-per-click (CPC) and cost-per-impression (CPM) basis. Built on an auction-based system, AdWords is a highly quantifiable and cost-effective way to reach potential customers.

For more information, visit  
<http://www.google.com/adwords>

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## About Google's Content Network

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Google's content network is a simple, cost-effective way to advertise on millions of high-quality news pages, topic-specific websites, and blogs. Google has partnered with global media outlets and niche publishers alike to create the largest online advertising network in the world. AdWords advertisers can either hand-pick specific sites or use Google's powerful targeting technology to place ads on the pages most relevant to their products and services, thereby expanding their marketing reach to targeted audiences all over the web.

For more information, visit  
<http://www.google.com/adwords/contentnetwork>

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“The PPR really helped us get a clear understanding of the sites that delivered and the ones that didn't,” says Katherine.

For example, cellulitetreatment.org, a site dedicated to providing reviews on cellulite treatment options, drove strong results. “We weren't expecting the quality and quantity of sites on Google's content network dedicated to a topic as specific as cellulite treatments,” says Michael. “There is literally no other way we could have created this type of targeted media placement on such a wide array of long tail niche-content sites.”

Murad and WebMetro adjusted the campaigns to focus on those high-impact sites. The campaigns also benefited from the AdWords smart pricing feature. Smart pricing automatically adjusts the cost of each content network click based on the site's relevance to Murad's product. For example, if a particular click from a content network page is less likely to generate a sale, then Google technology automatically reduces the price Murad pays for that click.



“The release of the PPR gave us the insight needed to track and optimize content campaigns, and the results speak for themselves.”  
*Michael Behrens, vice president of eMarketing at WebMetro*

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The new focus paid off. The content network campaigns delivered a CPA that was 13 percent lower than what Murad had achieved with search-based campaigns.

“We set higher maximum CPC bids on this campaign because information from the PPR showed that we were getting the best deal,” Michael notes. “And, we continue to bid more aggressively on all of our content campaigns today.”

“It proved to be just the solution we'd been looking for,” says Katherine. “Not only did we lower our CPA, but we increased sales of our cellulite product line by 15 percent.”

### More than skin deep

The campaign's success has led Murad to restructure its approach to paid search. “The release of the PPR gave us the insight needed to track and optimize content campaigns, and the results speak for themselves,” says Michael. “We will soon be launching another campaign for Murad using Google's content network, and we are also heartily recommending it to other clients.”

“We used to think that content advertising was only useful for increasing search conversions,” says Katherine. “But we found that you can achieve direct return on investment from content campaigns.”

