

## One-Click Phrases Deliver Best Non-Brand Organic Search Campaign

### World Leader Selects YourAmigo's Non-Brand Long-Tail Search Service

Our client is a leading international electronics manufacturer. They have in-house teams around the world to manage its SEO and affiliate programs, and they also employ digital marketing agencies in multiple countries to manage many of its online strategies and programs.

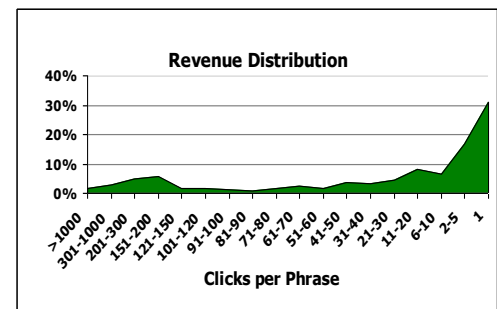
With sales under pressure from increasing international competition, our client turned to YourAmigo to deliver incremental revenue through non-brand ultra long-tail organic search.

### Thousands of New, Relevant, Non-Brand Search Queries

Recognizing that the behavior of each searcher is unique and that searchers use a variety of phrases when searching for a given product, YourAmigo's Search Analysts used YourAmigo's proprietary technology to find thousands of new non-brand long-tail organic search phrases and created relevant, new, high quality landing pages to drive incremental traffic.

### One-Click Phrases Drive 31% of New Sales Through Organic Search

What was very exciting for our client was that 31% of this incremental revenue was coming from phrases that were clicked on only once in a quarter, but which had an extremely high conversion rate.



**“YourAmigo’s non-brand organic search campaign exceeded all expectations by providing incremental traffic and revenue that we had not seen before. 71% of that new revenue came from less popular phrases with 31% coming from one-click phrases.”**

*VP, Online Acquisition – World Leading Electronics Manufacturer*

### One-Click Phrases Foundation for Growing Market Share

In the last quarter, 497,246 new search phrases were used by consumers to find our client's products. Over 80% of these phrases were only clicked on once in that quarter, with the majority of these consumers searching for generic or non-brand products.

Capturing millions of new searchers using non-brand long-tail phrases in organic search resulted in this world leader significantly increasing its market share through organic search.

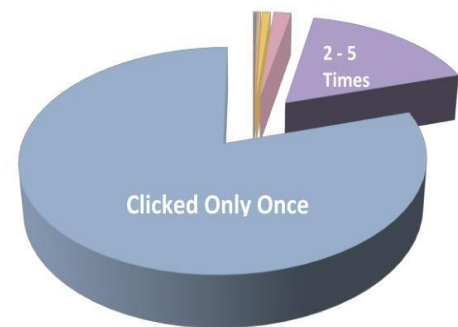
### Campaign Metrics and Revenue

Campaign metrics confirm that YourAmigo delivered \$34 million in incremental revenue in Year 3 and is on track to exceed \$40 million in new revenue in Year 4.

### No Change to Existing SEO

Our client really likes the fact that YourAmigo's implementation was undertaken without any reduction in results from existing SEO activities or placing any additional demands on their already constrained IT resources.

Keywords Most Clicked Per Quarter



**“YourAmigo has generated much higher volumes of revenue than our other campaigns and is our best performing campaign by far.”**

*Director, Internet Marketing,  
World Leading Electronics Manufacturer*