



## SEM agency Magnifi Online's client RealAge gets over half-a-million conversions using the Google content network

**RealAge**<sup>®</sup>  
Live Life  
to the Youngest<sup>®</sup>  
[RealAge.com](http://RealAge.com)



### ABOUT THE GOOGLE CONTENT NETWORK

The Google content network comprises millions of high-quality websites, news pages, and blogs that partner with Google to display targeted AdWords ads. When you choose to advertise on the content network, you can expand your marketing reach to targeted audiences – and potential customers – visiting these sites every day. There's no larger network for contextual advertising in the world.

### Searching for the right mix

Kris Hutchinson has always been fascinated by search and the many opportunities it offered to consumers. After numerous years of honing his search engine marketing chops at ProFlowers.com as a Search Engine Marketing Manager, Kris decided that the time had come to start his own firm. He settled down in Littleton, Colorado, to create a search engine marketing agency that offered the right combination of strategy, consultation, and analysis, and in February 2006, Magnifi Online was born.



“Our initial focus was strictly pay-per-click search engine marketing but over the last two years, we’ve grown to include search engine optimization, product data-feed management, and other forms of online marketing,” says Kris, Magnifi Online’s President and CEO. In November of 2006, Magnifi Online began working with RealAge.com, a healthy-lifestyle Web site recently acquired by the Hearst Corporation, that inspires its members to “Live Life to the Youngest” and to pursue their health and wellness goals by making their RealAge younger.

The site is the official online home of the YOU Docs, Michael Roizen, MD, and Mehmet Oz, MD, and their best-selling RealAge and YOU books. Additionally, it offers the RealAge Test and features more than 65 health-risk assessments in addition to health tips and information. Once users convert, or take the 100+ question RealAge Test, RealAge assesses what health information the member will find most relevant and delivers targeted daily tips on topics that range from eating healthier to reducing your cholesterol or controlling your blood pressure.

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### Realizing the unrealized potential

Once Magnifi Online started working with RealAge, Kris and his team noticed their campaigns were running not only on the Google search network but also on the Google content network, which is made up of millions of news pages, topic-specific websites, and blogs that reach 70 percent of Internet users. “Before working with RealAge, I didn’t have a very positive perception of the content network,” explains Kris. “So to better understand how content was performing, we ran some reports that separated their search performance from their content performance and, to our surprise, we found that the content network had a great deal of potential.”

To tap into all that unrealized potential, Kris separated RealAge's content campaigns from their search campaigns, a strategy he highly recommends because it allows you to control content budget separately from search and to develop ad groups specific to the content network audience. "You need to think about search and content differently," elaborates Kris. "They attract different user audiences, have different conversion rates and click-through rates, and you should employ different strategies to effectively maximize the unique potential and reach of each channel."

### Optimization strategy

In order to analyze RealAge's success on the content network, Kris ran Placement Performance Reports, which provide site-by-site performance metrics for all content campaigns. "Placement performance reports helped us understand which sites were delivering the best results through contextual targeting and build out separate placement-targeted campaigns around those high-performing sites."

"These reports also showed us sites that weren't doing very well, and allowed us to add those to the site exclusion list." Using this optimization technique, Kris noticed RealAge's cost per conversion steadily decrease. "Every time we optimize using Placement Performance Reports, we see a 5-10 percent decrease in our acquisition costs for the optimized ad groups," he says proudly. "But at the same time, we've been able to increase our overall number of conversions. So we're getting far more bang for our buck."

### Creative freedom

The Google content network made it simple for Magnifi Online to test different ad formats and move beyond text ads. RealAge were buying display inventory from other networks at the time, but "they were tired of the CPM model and having to commit to a certain buy, so they were thrilled about CPC placement-targeted display ads on Google's network of partner sites," explains Kris. "By trying out a variety of display ad sizes and creatives, we've gotten a lot of incremental traffic that we wouldn't have received if we had only been running text ads."

### A look back

Looking back on 2007, Magnifi Online delivered just short of one million conversions through Google. Additionally, 99% of all their impressions came from the content network as well as 93% of all clicks, at a cost-per-click lower than that of search. "The number of conversions and the cost of those conversions are simply unbeatable," exclaims Kris.

Ron Grinblat, Marketing Director at RealAge, couldn't be more thrilled: "Magnifi Online optimized our AdWords account for the Google search network and content network, helped us to understand the nuances of each, and successfully managed ROI-positive campaigns that generated 40% more conversions in 2007 than in the prior year! Thanks to them, we are now advertising effectively on thousands of sites throughout the Google content network and are extremely satisfied with the quality and quantity of traffic we receive."

