

Avery Lowers Campaign Costs By 51%

COMPANY BACKGROUND

Avery is an industry leader in labels. Although they sell labels, Avery focuses on providing software solutions through their Design and Print Online tool, as well as a one stop Premium Printing Service, WePrint.

CHALLENGE

Avery's trademark was being used by unauthorized advertisers. The presence of the Avery TM was presumably improving the relevance of competitor ads on "Avery" searches, improving the competitors' quality score and ultimately lowering their cost to advertise. This allowed competitors to be more aggressive, increasing Avery's CPC on brand searches.

SOLUTION

Avery's agency, Chacka Marketing, used The Search Monitor to catch competitors using their trademark in ad copy. Daily reports with the names of the violators, details of their ad copy, time and date of each violation, screenshot, and destination URL were provided by The Search Monitor. Equipped with this information, Chacka filed trademark violation notices with Google, Bing and Yahoo. Once the reported violations were validated, the culpable ads were removed.

Despite these efforts, one particular competitor kept showing up week after week in Chacka's reports. No matter how many times violations were submitted to the engines, said competitor would appear with new ad copy that featured "Avery" prominently in their headlines.

Armed with a litany of reports from The Search Monitor, Avery issued a Cease and Desist Letter to the competitor, with which they immediately complied. Their ads have not been in violation of Avery's trademark since.



RESULTS

Without the boost to their ad relevancy from the word "Avery", competitors could no longer afford to aggressively bid on Avery brand terms. As a result:

Brand CPC decreased 64%
Clicks increased 34%
Cost decreased 51%

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