

## Gear4music used Dynamic Search Ads to raise ROAS to 12.50 : 1 on thousands of musical products



### About Gear4music

Gear4music is one of the U.K.'s largest retailers of musical instruments and equipment, with 200,000+ registered customers

For more information, visit [www.gear4music.com](http://www.gear4music.com)

### At a Glance

#### Goals

- Maximize AdWords traffic and ad coverage, without having to add and manage hundreds of thousands of new keywords

#### Approach

- Used Dynamic Search Ads to provide coverage for all of an extensive product offering

#### Results

- Achieved 12.5 : 1 ROI with DSA, 20% better than existing campaign average

Launched in the U.K. by Red Submarine Limited in 2003, [Gear4music.com](http://Gear4music.com) supplies instruments and equipment from well-known manufacturers as well as its own branded instruments. It has a retail outlet in York, but is primarily an online company that offers more than 10,000 products from nearly 350 manufacturers.

### Ideal candidate for DSA

Gear4music has relied on Google AdWords campaigns since the company's founding. "AdWords is by far our strongest marketing channel, the one we rely on the most, and the one that has the best return on investment (ROI)," says Jonathan Meager, marketing manager. With its vast product offerings in hundreds of diverse categories, Gear4music had added 720,000 search keywords over the years. Late in 2011, AdWords account managers suggested that the company was an ideal candidate for Dynamic Search Ads (DSA).

"With an online catalogue in excess of 10,000 products, it is very difficult for us to make sure each is being advertised from within our AdWords campaign," Meager explains. "DSAs mean that we are able to make some claim on the missing impressions and clicks from keywords omitted from our campaign."

### Effective campaigns for very large sites

Dynamic Search Ads are particularly effective for larger sites with thousands of product pages. The DSA system generates highly relevant ads in real time to match search queries. Gear4music targeted several types of search with its DSA campaign: product-category terms; specific makes and models; manufacturing brand terms; and seasonal or gift promotional terms.

Gear4music launched DSA at the beginning of its peak sales period in 2011. "We could very, very quickly build up a strong pool of data to go off," Meager says. "We ramped the campaign up and continued to expand it, because even after Christmas it was performing extremely well." DSA identified 20,000 additional relevant queries for Gear4music.

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*—Jonathan Meager, marketing manager, Gear4music*

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### Measuring advances through ROI

Gear4music takes a very hands-on approach with DSA. "We started it off with four or five categories, saw a good return, and expanded it slowly,"

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## About Dynamic Search Ads

Dynamic Search Ads are a way to target relevant searches with dynamic ads generated right from your ecommerce website. They complement your existing keyword-targeted ads to help you sell more with less effort. With DSA, Google maintains a fresh index of your inventory using our organic web-crawling technology. When a relevant search occurs, we dynamically generate an ad with a headline based on the query, and the text based on your most relevant landing page.

For more information, visit  
[www.google.com/ads/innovations/dynamicsearchads.html](http://www.google.com/ads/innovations/dynamicsearchads.html)

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## About Google AdWords

Google AdWords is a performance-based advertising program that enables businesses large and small to advertise on Google and its network of partner websites. 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://adwords.google.com>

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Meager says. "We can manage the cost and maximize the revenue a lot more directly with DSA. We have strict sales targets. Because we can be quite hands-on, we can control the sales through these kinds of campaigns relatively easily. Being able to be hands-on is great." Gear4music likes what Meager calls the "very granular level of control" available in DSA campaigns. "I've looked at all the popular categories, at what's appearing in our search-query reports, etc.," he says. "When we have enough historical data, we raise or lower the CPC per category."

Dynamic Search Ads "made a strong contribution to Gear4music's overall revenue during our most important part of the year," Meager says. "The ROI is exceptionally good at 12.50 : 1. And ROI is the only real measure we use to gauge success in AdWords campaigns." The resulting cost of sale (COS) of 8 percent is lower than the company's average COS – even including branded terms – of 9.9 percent. In addition, DSA is much more targeted and efficient.

"Over time, we will be monitoring bids, expanding categories, and generally expanding DSA where at all possible," Meager concludes. "DSA has performed extremely well, beyond our expectations when we started. It has really enabled us to feel more confident about getting everything covered within our AdWords campaign."

