



## SEO & PPC Competitive Intelligence Using Secondary Research

### Strategic impact

Competitive intelligence on your online marketing efforts will increase your ROI on Search Engine Optimization (SEO) and Pay Per Click (PPC) campaigns.

### Challenges

Monitoring online information online to support your SEO and PPC efforts can be very labor intensive. The task is simple, but the volume of work can be very big even for a medium sized e-commerce efforts.

### eMpulse value

The global research center eMpulse, based in Mysore India provides high quality data collection services at a value pricing. This stretches your marketing budget further resulting in a higher net income for the company.



### Success strategies

eMpulse researchers have developed capabilities to build stable online information gathering processes that yield high quality output delivered on time. The low cost global price arbitrage that is provided by setting up the operations center in Mysore, India provides the value for money advantage to clients.

### Goal: Improve Online Marketing Effectiveness by Gaining Knowledge About Market & Competitor Information.

As companies mature, the online market is getting very competitive. Also the opportunity to profit from online marketing is increasing. Many agile marketers have been able to convert the opportunity into profitable business models. There is a lot of literature on how the big giants of online marketing like Amazon and others have succeeded in the business. However a lot of potential exists for small and medium businesses also, that has not been tapped to the fullest extent.

### eMpulse Solution

Simple tasks can give great insights in improving your online marketing efforts. The services provided by eMpulse for Online Marketers are;

- Monitoring of competitor Pay Per Click and SEO strategies
- Monitoring of the online chatter
- Webpage traffic monitoring
- Internet traffic analytics and optimization
- Qualitative research to refine online positioning
- Developing lists of marketable products

Custom data collection process is developed for every client need. Then this process is fine-tuned so that there are no quality problems. A senior design manager leads the efforts to develop this process and stabilize it. Once the processes are stabilized, advanced operations management methods are used to ensure that delivery due dates are met. The USA based client service team ensure that the secondary research output can be integrated into the client processes and databases. eMpulse is able to handle market competitive intelligence studies that range from very simple to complex assignments.

### eMpulse Facts

- One of the leading Global Market Research Agencies
- Established in 2007, growing rapidly by delivering client value



## The eMpulse Difference

### Capability

eMpulse analysts have extensive experience in dealing with complex data collection situations. Most high volume data collection projects needs discipline and innovation. eMpulse analysts are your partner for your online business solutions.



### Actionable information

eMpulse provides solutions that are practical in nature. Years of experience of management in senior leadership positions at large and small corporations have helped us develop a unique perspective on how to generate data and convert it into information that can help develop actionable recommendation that gets executed at corporations.

### Innovative Approach

Successful analysts need to be very innovative in secondary data collection methods because of the experience gained during multiple projects. A combination of theoretically sound methods coupled with research execution savvy gives eMpulse an edge over the competition.

## Case Study

### Situation

A medium sized online retailer who provides replacement components to a category of consumer electronic gadgets wanted to increase their SEO and PPC penetration. The replacement product they were selling had very strict OEM compliance specifications. The primary mode of selling for this successful company was through online channels. Cataloguing the OEM models of all the major product manufacturers and the specifications of the replacement component is very labor intensive. The information is available on the world wide web, but it takes lot of efforts to assemble a database by collecting information one product at a time.

### Research Conducted

The eMpulse India based research team developed a database list of all the OEM products and the specifications of all the replacement components. This was done for many of the global markets of the company. The data was reviewed for quality by an independent quality assurance team. The data was then cleaned and prepared for easy database upload. Finally the data was uploaded into client's SEO and PPC campaign e-commerce database and made live on the internet.

### Results

Value priced output gave a very high return on investment for the SEO and PPC campaigns. The sales increased by a significant percentage because of the number of additional models that was introduced into the online market. The profitability of the client went to the next level without a need to change the scale of current operations. A win-win situation for the client, eMpulse and the consumer who was shopping for these replacement components.

The output derived by conducting the competitive intelligence exercise using internet secondary research, took the client's online marketing efforts to the next level. Now there is a whole range of new market possibilities due to the high value output provided by eMpulse.

You have invested time and money into building your business's online presence. Now capitalize on your investment by knowing who your visitors are, what they are interested in and how they found you. eMpulse's internet traffic and optimization strategy can help you realize additional revenue by refining your current campaigns and target new customer segments.