

ABOUT:

Lenovo is a technology company founded in Beijing in 1984. They have since become the #1 PC company in the world. They are well known for their ThinkPad, IdeaPad, and Yoga series of laptops, and many of their products include the latest Intel Core processors and other standout technology.

CHALLENGE:

NetElixir joined forces with Lenovo in 2010 and immediately started working to grow their business. Over the past ten years, our team has developed a robust account management strategy that ensures significant growth year-over-year. Each year, we are challenged to continually develop and test new ideas to optimize and improve campaign performance.

One particular challenge each year is the holiday season. Lenovo earns 20% of its annual revenue over the Cyber 5: the sale days from Thanksgiving to Cyber Monday. In order to maximize those sales, NetElixir must be nimble and efficient in our account management. We have to adjust to the fast-paced promo changes, sometimes hourly, that accompany the holiday time period. We have to understand how customers will react each year and determine which audiences to target during the holiday season. Ultimately, we need to ensure consistent YOY growth for Lenovo. A precise plan of action for both the holiday season and the rest of the year is critical to maintaining our record of success.

SOLUTIONS:

To prepare for the big holiday season, NetElixir studies consumer activity around smaller holiday events, like Labor Day and Presidents' Day. We see what sorts of ads customers are clicking on and what ad language resonates with them. We test callout extensions, sitelinks, and other ad options. We study what audiences our ads are performing well with so we can maximize them later in the year.

During the Cyber 5, we revise content constantly, making headlines specific to the day and calling out the exact deals available at that time. The team maximizes ad real estate by communicating deals and offers across ad formats and extensions while ensuring that the language isn't redundant. Between just Thanksgiving and Cyber Monday, the team makes hundreds of thousands of optimizations to ensure outstanding performance for Lenovo.

Ten years on, NetElixir has a well-established standard of practice for this account. Our strong processes and templates built around machine-learning-driven solutions ensure both Cyber 5 and year-long success.

INDUSTRY: Electronics



A DECADE OF HOLIDAY PREPARATION & YEARLY SUCCESS



RESULTS:

+1,347% revenue over 10 years

Paid search revenue contribution increased from 8% in 2010 to **16.5% in 2020**

+92% YOY Black Friday revenue 2018 vs. 2019

SERVICES

PaidSearch

SEO

MarTech

SocialMedia

Amazon

Analytics



NetElixir + **Lenovo**
GROWTH PARTNERSHIP