

PAID SEARCH & SHOPPING SOLUTIONS FOR RETAILERS

With a unique blend of high tech and high touch, NetElixir's paid search and shopping solutions enable retailers to profitably discover, target, and acquire new customers in a crowded and competitive marketplace.

What gives NetElixir customers the edge? Our keen understanding of retail, deeply analytical mindset, and intelligent proprietary technology – all honed through more than a decade of experience helping retailers conquer search marketing and grow their online businesses.

WHAT WE DO & HOW WE DO IT

NetElixir takes a deeply analytical, customer-centric approach to paid search, focused on identifying the unique contexts and behaviors that lead customers to purchase each product. We also track the metrics that are accurately aligned to your business model – for example, factoring context-specific shipping costs and return rates into profitability calculations. Using sophisticated data-driven models, NetElixir decodes what makes your customers click, helping you develop highly targeted yet scalable strategies for efficient keyword bidding and customer conversion. Here's how we do it:

1. Consumer Behaviors

Identify customer contexts based on:

- demographics
- device
- location
- engagement and recency
- sales funnel position
- time of day
- weather
- new versus returning customer
- behaviors of similar customers

2. Business Model Analysis

- product margins
- volume drivers
- return rates
- lifetime revenue / profitability
- big picture visions & goals

3. Efficient Campaign Creation

- account structure
- keyword coverage
- investment allocations
- content creation
- context-specific strategies

4. Continuous Improvement

- rapid testing
- real-time metrics
- manual + automated optimization
- ROI-driven prioritization
- regular reporting
- idea forums
- client education

KEY BUSINESS BENEFITS

- Find and acquire new customers in a highly targeted, scalable, and cost-effective way
- Identify and understand your most valuable customers – and where to find more like them
- Maximize true ROI using metrics that are accurately aligned with your business model
- Partner with retail industry paid search experts who put your interests first

THE NETELIXIR DIFFERENCE: TRUST, EXPERTISE, AND A PASSION FOR RETAIL

We take pride in our exceptional commitment to our clients' success. With an average account manager tenure of 4.5 years, our customers see us as a part of their core team and count on us to be by their side for the long haul. Here's what else our customers love about us:

We are **fanatically analytical**. NetElixir helps retailers analyze online consumer behavior to drive unparalleled results. In a space as complex as retail search engine marketing, a data-driven and analytical approach offers the most effective, proven path to success. Our team is brimming with retail-focused technologists, data scientists, and engineers who help our clients uncover the hidden patterns in their data – to more effectively find, target, convert, and understand their most valuable prospects and customers. We've developed an extensive proprietary retail insights database, as well as dozens of category-specific customer journey algorithms based on the 7+ million hours of retail digital marketing experience we've logged – all of which give our clients a clear competitive advantage.

We are **knowledge creators and sharers**. Paid search and shopping are rapidly changing marketplaces – which means that strategies that have worked well in the past can quickly become ineffective. Thus, at NetElixir, we are constantly testing, improving, learning, and innovating – never simply satisfied with the status quo. We work just as hard to share this knowledge – through webinars, whitepapers, and workshops on best practices, industry trends, and market forecasts – empowering our clients through education, so they can make the right strategic decisions for their businesses. We even offer honest guidance when we feel clients will get better returns by reducing paid search spend to focus on other marketing investments: our clients' success always comes first.

We have a **passion for retail**. From customer segmentation to the 4Ps of marketing, we understand the mindset and nuances of the retail industry, drawn from our experience across hundreds of retail niches. Whether it's the ability to handle fast inventory churn for fashion brands, optimize campaigns based on warehouse locations and shipping costs, evaluate return rate correlations across different customer contexts, or track omnichannel campaigns across web, mobile, and brick-and-mortar interactions – our deep retail expertise gives our clients the extra edge they need to succeed.



Through a 10 year growth partnership with NetElixir, Lenovo saw paid search only revenue grow from 8% in 2010 to **17%** in 2020.



ABOUT NETELIXIR

NetElixir is a global digital marketing agency dedicated to helping retailers find and engage their high-value customers online and acquire game-changing insights. Since 2004, our data-intensive approach and deep retail expertise have delivered success for hundreds of brands in highly competitive marketplaces. But our passion, dedication, and unwavering customer focus is what our clients value most – their goals become ours to achieve, and their expectations become ours to exceed.

