

WAYFAIR IS AT HOME WITH SEARCH ADS ON YAHOO



“ People who use Yahoo Search tend to be more heavily engaged and generate more conversions on our site than the average visitor. We also saw the large investment in and growth of Yahoo Gemini as a platform, so we knew we would see more traffic and customers through search advertising on Yahoo. ”

— Dan Wulin, Associate Director, Marketing, Wayfair



GOAL

Attract and convert website traffic into paying customers

SOLUTION

Optimized search ads helped to ensure high-quality clicks

RESULT

Click-through rates were 240% higher than industry benchmarks

DESIGNING A SEARCH STRATEGY

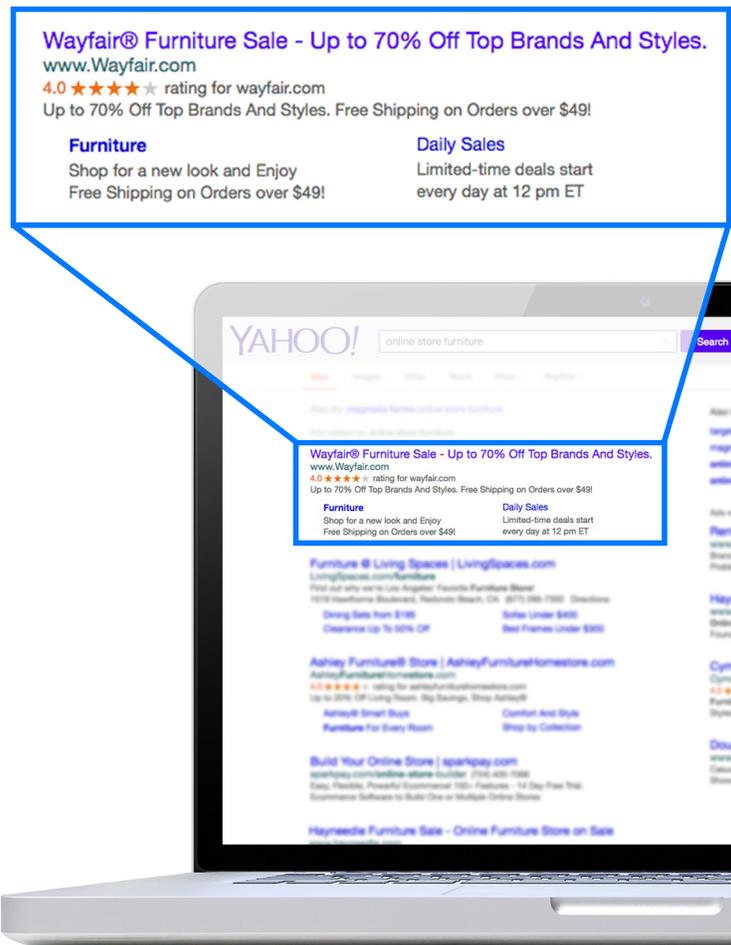
When it comes to finding the perfect décor, most consumers start their searches online. As one of the largest online stores for home furnishings in the U.S., Wayfair recognized an opportunity to attract and convert searchers with optimized ads and tailored results.

“We wanted to increase our click-through rates over time, and make sure that our search ads were truly bringing high-quality, high-value traffic to the site,” explains Dan Wulin, Associate Director, Marketing, Wayfair.

By optimizing its targeting parameters with Yahoo Gemini, Wayfair enhanced its search strategy and increased the number of new customers coming to its site — not just to browse but to make purchases.

“ It’s key for advertisers to focus on the value of specific customers, and build their campaigns aggressively from there. We kept a close eye on revenue performance, and that justified continuing our search ad spending on Yahoo Gemini. ”

— Dan Wulin, Associate Director, Marketing, Wayfair





MAXIMIZING A SPACE

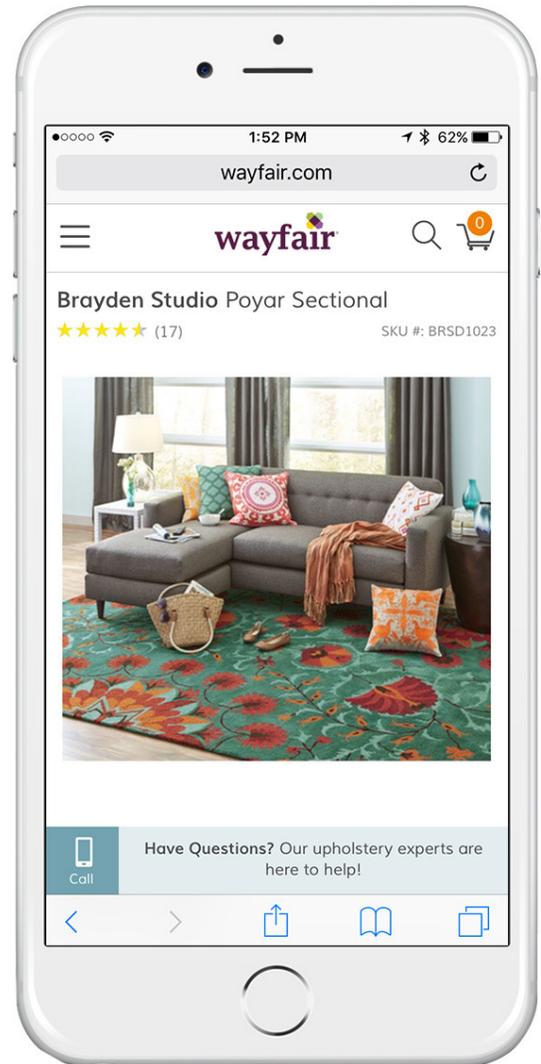
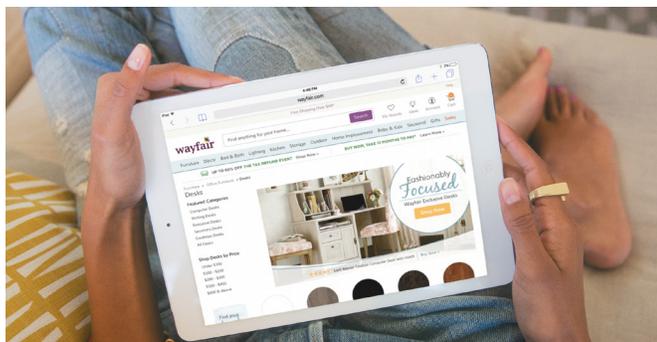
When customers search on Wayfair's website, they're directed to a specific page based on the type of query that they make. In its Yahoo Gemini campaigns, the brand aims to get consumers to the right pages as quickly as possible, which helps improve conversion rates and boost online sales.

"If somebody is searching a very product-oriented term, such as a specific type of area rug, we want to get that person to the correct product page right away," explains Dan Wulin, Associate Director, Marketing, Wayfair. "At the end of the day, our goal is to maximize revenue and profit."

The brand uses Yahoo Gemini not only to connect with consumers, but to nurture the leads with consumers who might become big spenders in the future.

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BRINGING IT HOME

Wayfair has continued to grow in both size and scale, and the company has used search advertising through Yahoo Gemini as part of its customer acquisition strategy. Wayfair now sees a higher average order value from consumers on Yahoo than on any other search platform. The finishing touch? Click-through rates were 240 percent greater than the retail industry benchmark.