

Experiment: How Nespresso increased traffic and conversions by expanding its search strategy with generic keywords

Experiment with Google Ads



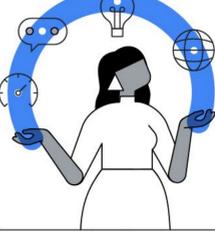
What we set out to test

Can generic keyword strategies help brands unlock incremental search coverage, traffic, and conversions at scale to drive business growth?

The background

Nespresso, a premium coffee brand under Nestlé, is one of the leaders in the world of coffee culture. With more consumers spending time at

home during the pandemic, the brand observed an increase in sales of its capsule machines. To ride on this uptick in demand, the company looked for ways to increase product exposure and sales through online search ads.



Nespresso looked to experiment to see if expanding its search strategy with generic keywords could increase overall coverage, traffic, and conversions.

Nespresso has always focused on running brand- and product-focused keyword campaigns. This time however, the brand wanted to expand its search

strategy with generic keywords to see if that would increase overall coverage, traffic, and conversions.



[Image caption] Examples of Nespresso search ads using generic search terms. These ads directed users to a landing page set up with Nespresso's e-Boutique to increase exposure of its own mall and in turn, sales conversion.

What we set out to test

Can generic keyword strategies help brands unlock incremental search coverage, traffic, and conversions at scale to drive business growth?

How we set the experiment up

The objective of the experiment was to measure the incremental traffic and conversions resulting from the new keyword strategy. A second objective was to determine the high-quality keywords that drove results in the keyword expansion strategy.

Nespresso used a controlled pre-post analysis that ran for 16 weeks in Korea. In the pre-phase, it ran and measured the results of an eight-week Search campaign focusing on brand and product keywords. Next, it ran an eight-week test campaign with expanded coverage that included generic keywords.

To provide an equal basis for comparison, the brand used similar terms of promotion in the pre-phase and test phase. Conversions across both periods were defined as orders made on the Nespresso site.

- **Pre:** Search ads with Brand and Product keywords
- **Post:** Search ads with Brand and Product keywords + Generic keywords

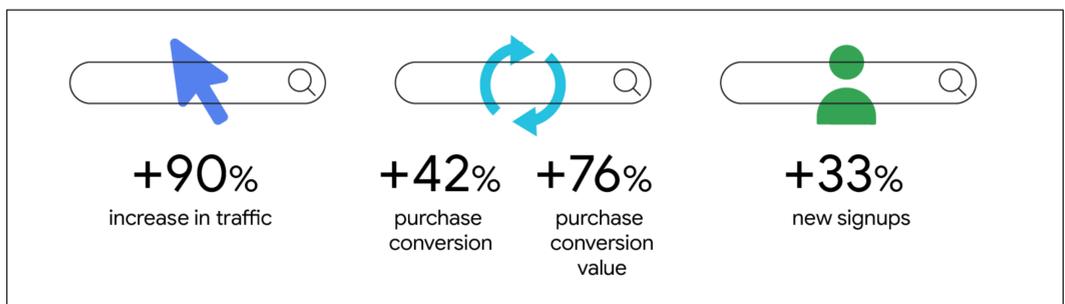
To assess the effectiveness of generic keywords during the experiment, the campaign performance was reviewed weekly and optimized when required.

Solutions we used

- [Target CPA bidding](#)

What we learned

Extending Search coverage to include generic categories and keywords of interest enables brands to increase website traffic and purchase conversions effectively. By including generic keywords into their search ads strategy, Nespresso achieved the following:



“Through this experiment, I gained insight on how to effectively use common keywords when expanding keyword coverage. Moving forward, we plan to continue testing high-quality generic keywords to increase traffic and conversions on Google Search.”
– Young-bu Seo, Digital Acquisition Manager, Nespresso.

This case study is part of the Experiment with Google Ads Program.