

## Intel: Building Its Brand on Search for Over a Decade

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### About Intel Corp.

- Founded in 1968, Intel designs and builds the technologies that power the world's computing devices.
- [www.intel.com](http://www.intel.com)

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### Goal

- Intel aims to reach its constantly connected audience, consumers and business/IT professionals, by creating impact and driving brand engagement—all in an effort to build its customer base.

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### Approach

- **Understanding the audience:**  
Intel uses search insights to better understand consumer online behavior and preferences such as the products and services they're searching for most and the language they use in their search queries
- **Reaching the audience:**  
Intel advertises against a wide range of keywords, such as affinity, category and branded keywords, to capture all the needs of its diverse audience
- **Engaging the audience:**  
Intel capitalizes on search ad formats, such as sitelinks and extensions, to deliver key brand messages to consumers based on their needs and drive them to the appropriate, tailored landing pages

For the past 40+ years, Intel has achieved an admirable marketing feat. Despite the fact that it doesn't sell directly to consumers, it's a brand that people know and associate with high-performance computing products and services.

Before the Internet took off, Intel built its brand with high-profile TV campaigns and its ubiquitous "Intel Inside" branding. But different times call for a different approach. Search, through 12 years of proven results, has become integral to Intel's entire marketing and brand-building strategy. It plays three critical roles: It's a media channel (i.e. search advertising), it's a vehicle for insights (i.e. search behavior & trends), and it's even a measure of success in its own right (i.e. event-driven search spikes).

### Search: The media channel for interested audiences

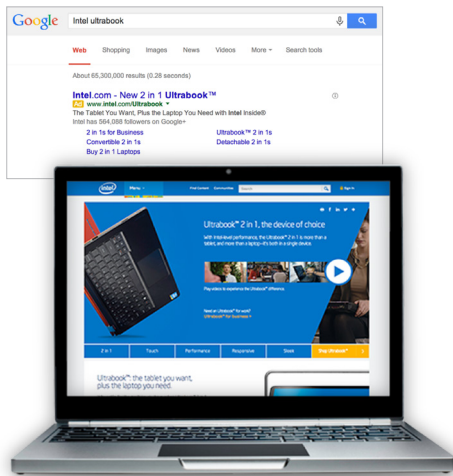
Over the last decade, Intel's search efforts have become increasingly sophisticated. But despite search advertising's heritage as a direct response channel, most of Intel's search activities are not directly tied to online conversions. Reaching its audiences—both consumers and business/IT professionals—and ushering them to relevant content is the priority. "Ultimately, it's about reaching our audience and creating an impact and effective brand engagement. And search delivers a more engaged audience than any other digital medium," shares Corey Carrillo, Intel's Global Search and Online Marketing Manager.

"The person we're reaching with paid search is part of an active audience," says Carrillo. "These folks have a specific question in mind and they turn to search to get answers. Intel hopes that those answers start with one of our ads."

### Keywords and content to reach all interests

To greet those active audiences, Intel is both comprehensive and targeted in its keyword and content strategy. There's no one-size fits all experience. It advertises against a wide range of keywords to address the array of needs and interests of its audiences, and it ensures each is carefully mapped to relevant content experiences. This is true throughout the consumer's journey – whether someone's ready to buy or just discovering what Intel has to offer.

For example, Intel uses "branded" keywords (e.g. "Intel Ultrabook") to drive people to consumer friendly campaign pages and "category" keywords (e.g. "tablets" or "2 in 1") that pay off with useful product info and specs. Intel also covers a range of "affinity" keywords to address the business IT community (e.g. "what is big data") and takes those searchers to B2B pages positioning Intel as a



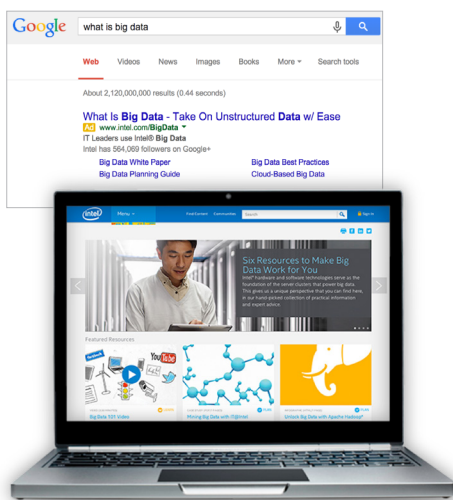
“trusted partner across the compute continuum.” The goal is that the Intel brand is always there, and always as relevant and helpful as possible.

### Smart creative engages the audience

In addition to having a comprehensive keyword strategy and content relevant to a range of needs, Intel also uses search ad formats to build its brand presence and deliver a great customer experience.

For example, Intel makes sure its ads appear on key brand terms, such as “Intel,” “Ultrabook” and “Intel 2 in 1,” and then uses ad extensions to amplify key pieces of content or timely messages. In addition, while the term “2 in 1” is dominated by the consumer experience, Intel uses sitelinks to ensure any business searchers can be quickly directed to B2B content for 2 in 1s, saving them unnecessary content hunting.

The benefit of capitalizing on search ad formats like sitelinks/extensions is two-fold: Intel can ensure its brand and key messages are prominent on the page, and it can deliver greater relevance and efficient experiences for the searcher. Both help to build the Intel brand.



### How it all computes

While an Intel conversion ultimately happens beyond the Intel site, the company measures other web actions to gauge brand impact. It turns to Google Analytics to track traditional post-click metrics like the content consumed and at what rate it is consumed and creates its own internal measure for every campaign and keyword. This “preference engagement rate” is then used to optimize campaigns.

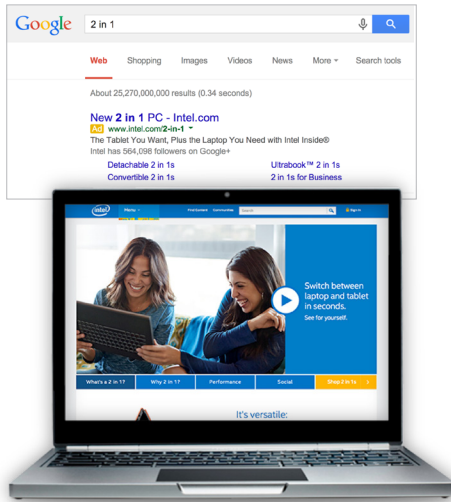
The preference engagement rate differs by audience and the types of pages consumed. For example, actions tracked on a consumer page are different than those with a B2B focus. On the consumer side, Intel tracks not only a person’s engagement on a page, optimizing and setting goals based on those actions, but it watches if that person ultimately clicks through to a where-to-buy experience through its own site or an original equipment manufacturer (OEM). On the business side, the company looks at the preference engagement rate for content consumed and then looks at what happens next - for example, if a person reading about big data signs up for more insights from Intel and becomes a participant in its IT Center community.

### Search insights

While Intel uses search to help create and stoke interest, the brand also capitalizes on it as a tool for understanding consumer behavior and preferences. For example, years ago when Intel was communicating its Centrino technology messaging, it discovered that almost no one was searching for its preferred term “notebook.” “At the time, we referred to laptops as notebooks and that was Intel kind of pushing the word notebook,” Carrillo said. “But for Joe consumer, a laptop is a laptop. And it will always be a laptop.” So, Intel began using the word “laptop” in its web copy, brand messages and keyword buys to truly cater to consumer behavior.

Since then, turning to search for such insights has become rooted in the company’s ongoing marketing operations. Whether launching a product or

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*"For us, now, paid search engine marketing is not an add on or adjunct. It's a core component for integrated marketing. We basically do not launch a product, an initiative, or any new web content without some sort of search component and that's more often than not paid search."*

**– Corey Carrillo, Global Search and Online Marketing Manager, Intel**

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developing new brand messaging – from TV advertising to web experiences to digital headlines – various Intel departments turn to the search team as a “center of excellence” for consumer insights. Partner teams can then understand what’s trending and what terms people actually search for to inform real marketing decisions across a range of activities.

Additionally, Intel uses search as a way to experiment with creative messaging in the wild, using the search environment for headline testing for its other digital and advertising media. “It’s an easy way to get an immediate read,” notes Carrillo.

### **Search as a yardstick for success**

Because the entire Intel organization values search’s role as both a reflection of and capturer of consumer demand, search has become a measure of success in its own right. Its data can represent how well the broader Intel marketing efforts are delivering against company strategy. For example, going into 2014, Intel was driving the Ultrabook story before splitting out a whole new category: the 2 in 1. Consumers had no idea what a 2 in 1 was, but Intel delivered messaging across various media to establish the category – then used search to reinforce the message and help build that category. Search trend data proved that the 2 in 1 category was indeed growing, and AdWords data was able to prove that Intel ads were capturing the demand created for the category. In essence, search helped Intel establish and create a new category altogether.

In addition, search data is used to understand how well other campaigns are working to ignite specific interest. For example, when a TV campaign launches, Intel monitors search traffic to understand if, how, and when consumers responded to its message. Spikes in search activity clearly show this.

### **Search at the center**

Search is a versatile brand building tool. As such, Intel sees it as the connector within a multi-channel strategy. “It’s the easiest way to come in and see what the audience is doing and what they’re responding to,” remarks Carrillo.

By maximizing search’s role, Intel continues to greet its audiences across all relevant moments of interest or inquiry, not only building its customer base and brand engagement but ultimately floating the entire category in which Intel technology is incorporated.