

How Dow targets its products to markets around the globe.



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Eric Grates
Business Services Manager



ABOUT GOOGLE ADVERTISING

Google AdWords™ is the world’s largest search advertising program, currently used by more than 100,000 businesses to gain new customers cost-effectively. AdWords uses keywords to precisely target ad delivery to web users seeking information about a particular product or service. The program is based on cost-per-click (CPC) pricing, so advertisers only pay when an ad is clicked on. Advertisers can take advantage of an extremely broad distribution network, and choose the level of support and spending appropriate for their business.

For more information, go to
www.google.com/ads

With annual sales of \$28 billion, leading science and technology company Dow provides chemical, plastic and agricultural products and services to customers in more than 170 countries. It serves markets ranging from food and transportation to health and medicine to building and construction. Based in Midland, Mich., the company employs 50,000 people worldwide.

Approach

Multinational and highly diversified companies like Dow rely on the web not only to communicate with existing customers, but also to locate qualified leads and industry professionals in a vast range of technical markets. And all of Dow’s product information on thousands of items – including specifications, pricing and sales contacts – has to be easy to find.

Keyword search advertising is a boon to reach these global customers and uncover new leads. Business Services Manager Eric Grates says, “Search is one of the most cost-effective ways for us to find the right customers – and we want to do it when they are searching for solutions to their business problems.”

In 2001, one of Dow’s businesses signed up for a single trial campaign with Google advertising. “We had to test the concept within Dow as much as we had to test the features,” says Grates. “Individual business groups run their own advertising campaigns, so we try to introduce new online marketing programs to each business group when we can.”

Results

Dow measures online marketing success by click-through rates. Since that first campaign began, Google has become a major source of referrals, sending fully one-quarter of all traffic to this particular Dow site. Grates says this experience has made it apparent to businesses within Dow that Google advertising offers real results. During 2002, six additional business units initiated their own ad programs. They are all seeing very promising returns: “Depending on the business unit, our Google-generated clickthroughs now range from 2.5 to 7 percent,” says Grates. “With numbers like that, we’re pleased with the success we’re having with Google, and plan to continue using this avenue in our marketing efforts.”

Grates especially likes two Google ad program features in particular: the ability to test and revise creative messaging, and the ability to target campaigns by region or interest area. The second is critical for a global company like Dow, with its translation, localization and product-specific needs. “We can enter a precise term like ‘polypropylene’ to easily target the customers looking only for that,” says Grates. And Google can target Dow campaigns directly to local countries and local languages to attain individual business unit goals.

Grates also praises the Google support team for its “quick attention to our needs,” and the ability to work closely with each business unit no matter where it is based. “Google works hard to help us get the right information to the right people where they are looking for it,” says Grates. “That’s my definition of success.”