

# Plow & Hearth Picks BrandVerity for Paid Search Monitoring



## Plow & Hearth

### About Plow & Hearth

[Plow & Hearth](#) is a national catalog, retail, and internet company specializing in home and lifestyle products. The company began as a small retail store in Madison, Virginia, in 1980, and has grown to include the flagship brand Plow & Hearth®, plus five others. Plow & Hearth offers unique, high-quality products for home, hearth, yard and garden and has over five million customers. Their customers include nature lovers and outdoor enthusiasts, with a concern for the environment and an appreciation for high-quality products that are both practical and functional.

### Plow & Hearth's Trademarked Terms were Under Attack

Prior to launching an aggressive monitoring program, publishers and marketplaces were consistently running ads using Plow & Hearth's branded keywords. The marketing team at Plow & Hearth recognized early on that trademark bidding and affiliate abuse confuses customers, creates friction in the buyer journey, and tarnishes brand reputation. As a result, they tried monitoring manually and reaching out individually to those who were violating their trademarks. Frustrated with the ineffectiveness of these types of manual searches, they became early adopters of automated paid search monitoring through BrandVerity and another paid search tool.

# Why BrandVerity?

Plow & Hearth chose BrandVerity for:



## Data quality:

The BrandVerity tool is particularly good at finding affiliate abuse and is extremely thorough. Plow & Hearth also appreciated how the tool reports these violations. By seeing a screenshot of the specific violations, the person using the tool knows exactly where the abuse is occurring and why the tool flagged it. This level of detail helps paid search teams quickly see trends and take action.



## Tool functionality:

When Plow & Hearth first started using the BrandVerity tool they were sending a lot of takedown requests to search engines. BrandVerity automatically generates the letters and can send them in bulk, which makes the entire process easy.



## Customer success team:

The BrandVerity customer success team and analysts support customers from setup through resolving particularly difficult cases.

“A real differentiator of BrandVerity is the customer success team. They worked hand-in-hand with us to set up an effective monitoring program and have always been really responsive and helpful whenever we’ve had any questions.”

Ashley Ferguson, Affiliate Manager, Plow & Hearth

## BrandVerity vs. the other paid search tool

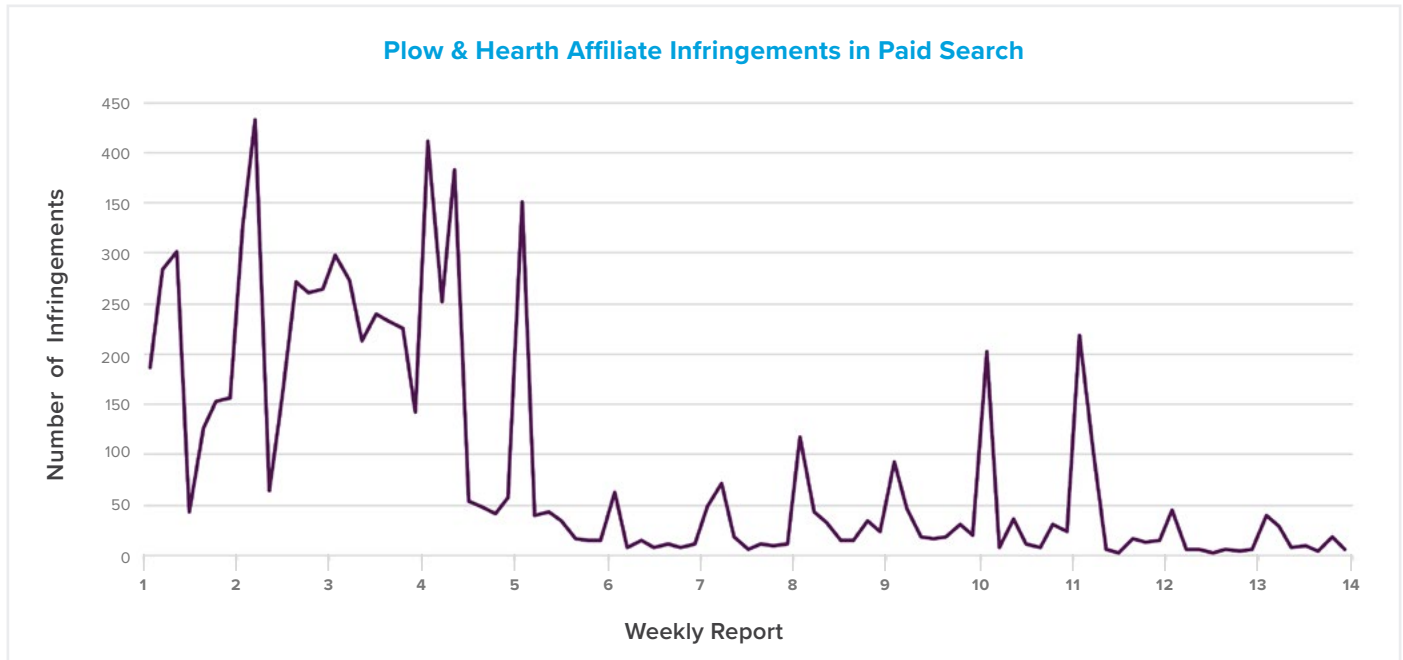
After a time working with another paid search tool vendor, Plow & Hearth was disappointed with the results of the tool and the level of customer support and switched to BrandVerity.

“Data quality is the most important part of a paid search monitoring program—being confident that we can find all trademark violations that are out there—is an absolute requirement. We tried another vendor and BrandVerity but only the BrandVerity tool could deliver. BrandVerity had the added benefit of an amazing support team that was super dedicated to finding and stopping the abuse.”

Ashley Ferguson, Affiliate Manager, Plow & Hearth

# Results

In the first few weeks of using BrandVerity, Plow & Hearth witnessed dramatic results.



## 1. Significant decrease in trademark bidding:

In a two-month period, the number of infringements went from a high of over 400, to nearly zero.

## 2. Significant decrease in time spent on monitoring:

The Plow & Hearth team cut the time it spends on monitoring by more than half.

“BrandVerity makes managing trademark abuse in paid search easy. I check the tool every Monday morning and spend an hour to at most two hours reviewing the alert emails and sending take down letters. The process we have in place now is so much easier than when we were monitoring manually or when we experimented with using the other tool.”

Ashley Ferguson, Affiliate Manager, Plow & Hearth

## 3. Improvement in relationship with affiliates:

Plow & Hearth has noticed an improvement in their relationship with their affiliates since they started monitoring. Now that they have gotten the affiliate abuse under control, they are no longer playing the role of police and can have productive relationships with them.

“Now that we have been monitoring for a while, our efforts are well-aligned with our affiliates and this is leading to a huge positive impact on sales.”

Ashley Ferguson, Affiliate Manager, Plow & Hearth

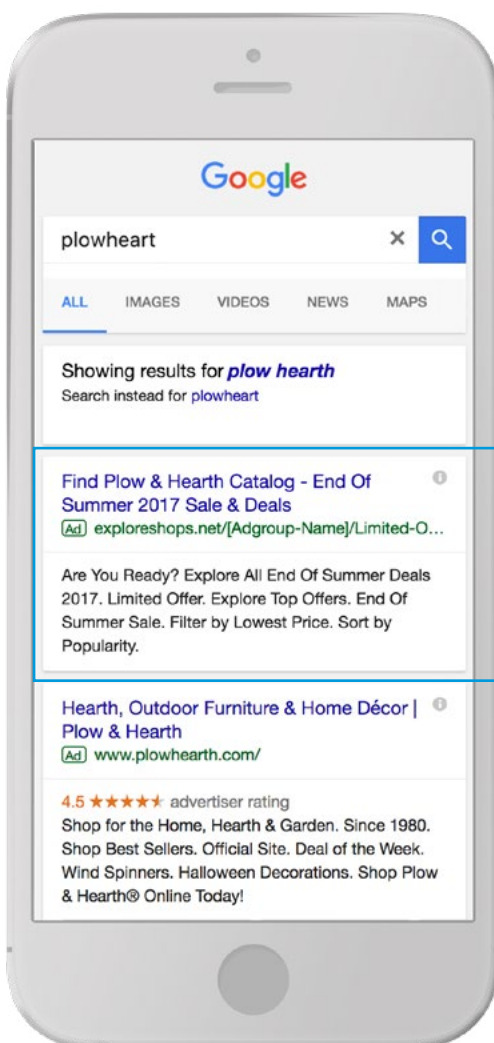
# Trademark Bidding Raises Marketing Costs, Negatively Impacts Customer Experience, and Distorts Brand Image

Trademark bidding refers to the practice of targeting paid search advertisements to branded keywords (searches that include a brand name or some variation). Branded keywords—which are the most valuable and highest converting search traffic—are a tempting target for partners, competitors, and third parties to run ads on.

In some cases, a competitor or a partner such as an affiliate may engage in trademark bidding to divert traffic from a popular brand. Since traffic from branded keywords has a very high conversion rate, trademark bidding frequently reduces the brand's revenue, inflates cost-per-click, and damages brand equity. How serious is the problem? [Our research](#) indicates that trademark bidding can take at least hundreds of millions of clicks away from brands every year.

Even when a company is aware of brand bidding, it can be very difficult to diagnose the scale of the problem. And consistently remediating each infraction is even more challenging. First, the sheer volume of data to sift through is enormous. Second, trademark bidders use techniques to

avoid detection from the brands they target. For example, they may place ads outside of normal business hours at the targeted brand's main office locations. They may also prevent their ads from running in locations where they know a brand has employees. As a result, it is nearly impossible for brand owners to manually monitor and remediate brand bidding across different times zones and multiple key markets.



## Trademark Bidding Example

Exploreshops.net bid on a variation of the Plow & Hearth brand name to secure the first position on the Search Engine Results Page (SERP) - above Plow & Hearth's own ad.

# Why Use BrandVerity for Paid Search Monitoring?



## **See the complete picture:**

BrandVerity's paid search monitoring tool analyzes thousands of SERPs in different geographic locations at different times of day and then displays that data in an intuitive UI. Manual searching cannot provide that level of quality data collection or give a comprehensive overview.



## **Take action:**

The platform makes it easy to send bulk trademark complaints to the search engines, partners and affiliates for non-compliant ads.



## **Receive world-class customer support:**

The BrandVerity customer success team and analysts support customers in setup, implementation, and ongoing strategic guidance with the platform.

**Want to see who is bidding on your trademarked terms?**

**Schedule a Demo**

## About Us

BrandVerity protects the world's leading brands online by safeguarding their marketing programs and ensuring they remain compliant in today's ever-evolving digital landscape. BrandVerity uses proprietary technology to automatically discover and remediate online infringements while monitoring partners, affiliates, and third parties to maximize revenue and improve the customer experience.

For more information, visit [www.brandverity.com](http://www.brandverity.com).