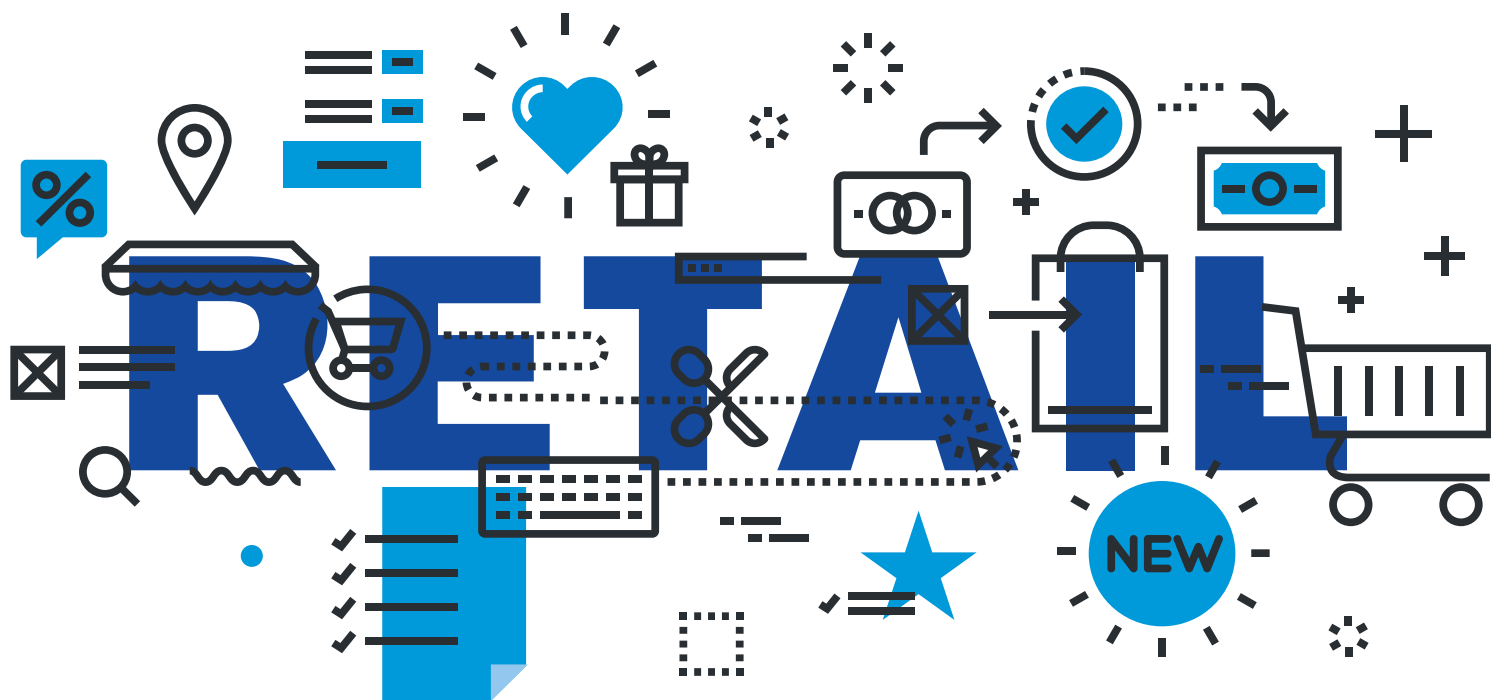


Retail's Most Abused Brands in PPC

The 25 Retail Brands Losing the Most to Trademark Bidders



BRANDVERITY

**Trademark bidding
in PPC is a serious
problem.**

The Damage

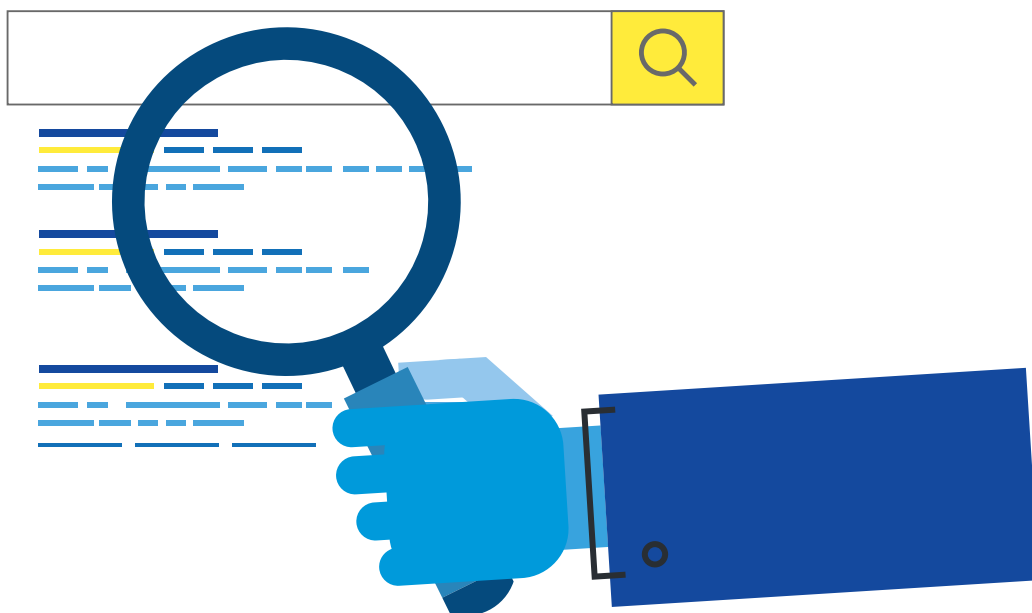
In Q1 of 2017, **trademark bidders stole 49 million clicks** from brands across the 10 industry verticals we monitor in our quarterly [Branded Keywords Report](#). Trademark bidders compete with brands for traffic on branded keywords, decreasing brands' clickthrough rates, increasing their cost-per-click, and damaging the customer experience.

Specifically in Q1 of 2017, trademark bidders did the following damage to 25 of the top online retailers:

- Stole 2.5 millions clicks
- Diverted 126,000 customers
- Cost brands \$9.5 million of revenue

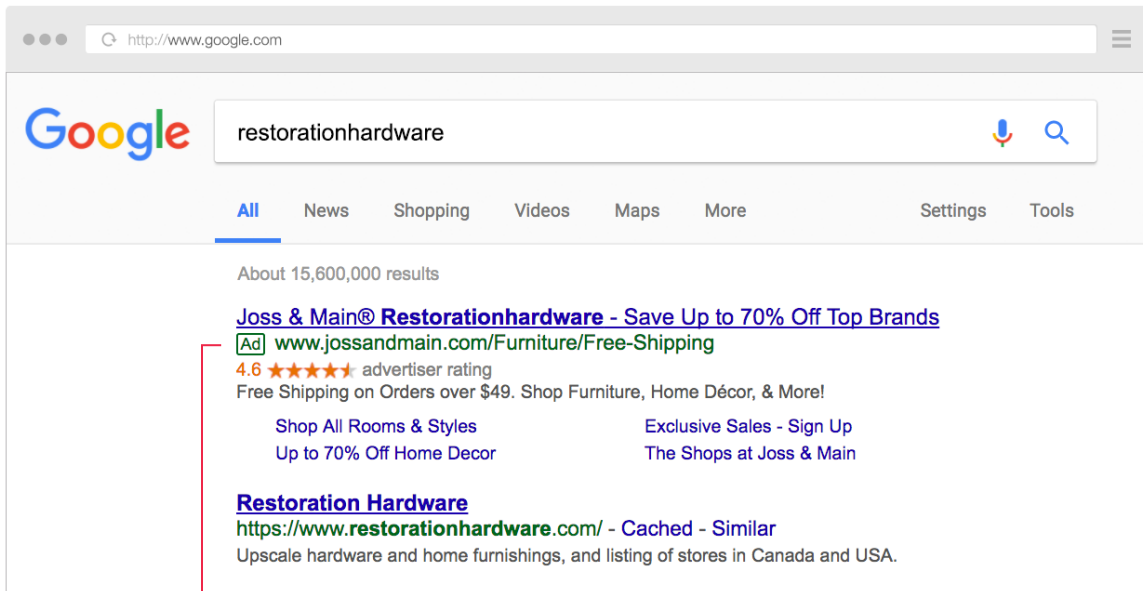
Not familiar with trademark bidding?

Trademark bidding happens when advertisers bid on your branded keywords in their paid search campaigns in order to divert traffic to their sites. Branded keywords are relatively inexpensive and generally high-converting, and therefore are an enticing target for other advertisers.



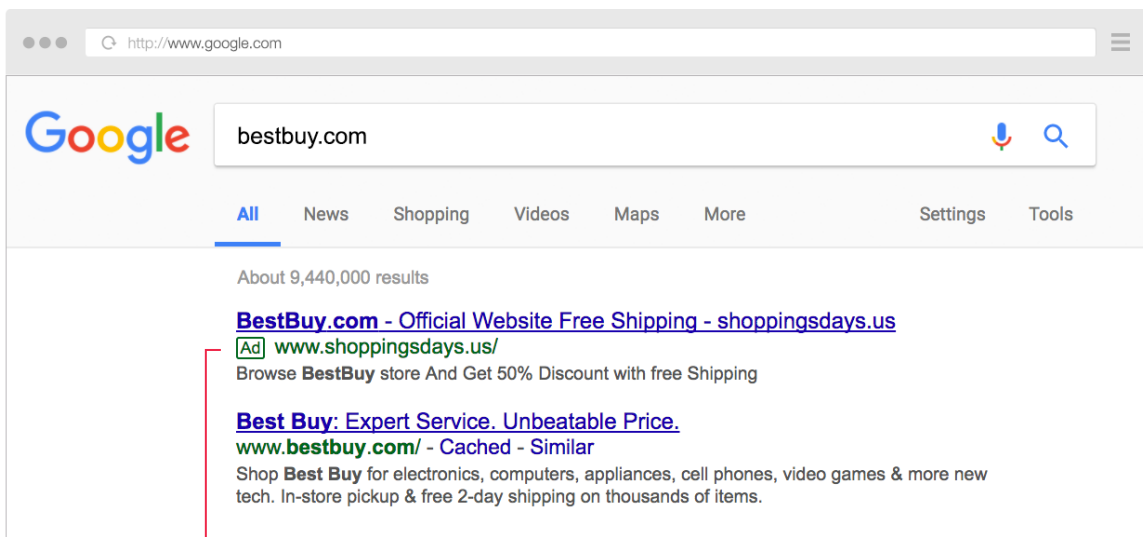
What exactly does trademark bidding look like?

Here are a few examples that we found using the BrandVerity paid search monitoring tool:



Restoration Hardware

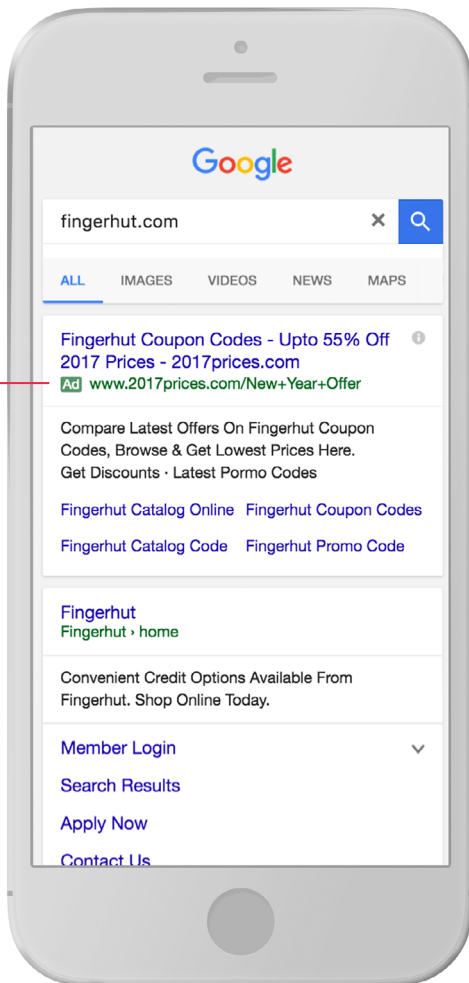
Joss & Main, a competitor to furniture and homewares brand Restoration Hardware, bid on the term “restorationhardware”. Customers—wanting to go to Restoration Hardware’s home page—may mistakenly click on the Joss & Main advertisement at the top of the SERP and find themselves on a different website than they initially intended.



Best Buy

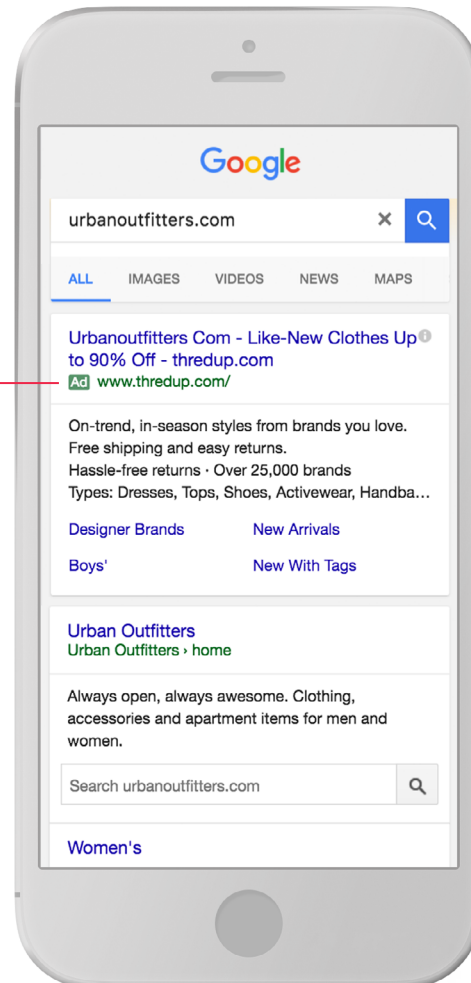
The shopping site www.shoppingdays.us bid on “bestbuy.com” to siphon off Best Buy’s traffic. In the ad copy below they even offer a 50% discount and free shipping.

Trademark Bidding on Mobile



Fingerhut

In this mobile ad example, 2017prices.com, an ecommerce site, bid on “fingerhut.com.” With discounts and coupon code offers, they are trying to lure Fingerhut shoppers to their site.



Urban Outfitters

ThredUP, a fashion resale website bid on “urbanoutfitters.com”. While they may not be direct competitors—one sells second-hand clothing and the other doesn’t—Urban Outfitters is the better known brand and therefore has greater search volume.

Which online retail brands are hurt the most by trademark bidders?

Turns out, that is a difficult question to answer without a powerful [automated search monitoring tool](#) like BrandVerity. Since trademark bidders use tactics like geo-targeting and dayparting to evade detection, it is almost impossible to get a comprehensive picture of who is bidding on your brand and what they are saying, without an automated monitoring tool. So, we decided to use our tool to find out.

The result of this effort was the following list of retail brands that were most targeted by trademark bidders in Q1 of 2017. The list includes the brand names, the number of clicks they lost to trademark bidders, and the estimated dollar value associated with that loss¹:

	Brand	Clicks Lost to Trademark Bidders	Dollars Lost to Trademark Bidders
1	Symantec	334,404	\$1,254,014
2	Coach	191,106	\$716,648
3	Amway	167,344	\$627,541
4	HP	164,022	\$615,082
5	Sony	162,070	\$607,763
6	Disney Store	114,323	\$428,713
7	Dell	100,146	\$375,547
8	Apple	93,993	\$352,472
9	Abercrombie & Fitch	91,571	\$343,390
10	Bass Pro Shop	87,392	\$327,718
11	Best Buy	81,735	\$306,506
12	Office Depot	75,454	\$282,954
13	Saks	74,493	\$279,348
14	Victoria's Secret	74,382	\$278,932
15	Urban Outfitters	72,622	\$272,332
16	Restoration Hardware	70,765	\$265,367
17	J. Crew	68,244	\$255,914
18	Fingerhut	65,293	\$244,849
19	REI	64,304	\$241,139
20	Crate & Barrel	63,580	\$238,794
21	Weight Watchers	61,937	\$232,264
22	Keurig	61,346	\$230,047
23	Scholastic	60,607	\$227,278
24	Fanatics	58,878	\$220,792
25	Oriental Trading	58,450	\$219,187

¹Assuming a 5% conversion rate on branded keywords and \$75 Average Order Value.

Key Insights

1

Product Manufacturers Feature Heavily

A fair amount of product companies (like HP, Sony, Dell and Apple) are all in the top 10 of the list. This is probably because these brands use distributor networks and other channel partners as extensions of their direct marketing efforts. The more complex a marketing ecosystem is, the greater the opportunity is for both intentional and unintentional abuse of branded keywords.

2

Direct Sellers Need to Be Extra Vigilant

Brands that only sell direct—such as J. Crew, Abercrombie & Fitch, Victoria's Secret, and Urban Outfitters—also appear to be a prime target for trademark bidders. Since they do not use distributor networks or partners to resell their products, the type of brand bidding we see on these brands is even more nefarious.

3

Retailers Need to Know What They're Up Against

Trademark bidders target well-known brands. Whether your brand sells direct or uses partners, you should be concerned about trademark bidding and how it negatively impacts your brand and increases your costs. Because branded keywords demonstrate purchase intent, they should be protected and not used by competitors or third parties to entice traffic away from your site.

**Retail companies need to start protecting their brands.
Stop trademark bidders from stealing your traffic and schedule
a demo to see who is bidding on your branded keywords.**

Request a Demo

About Us

Since 2008, BrandVerity has been providing services that protect brands and ensure that their marketing partners are on-brand and compliant. From our Seattle and London offices, we develop and support services that are simple, straightforward and extremely efficient. For more information, visit www.brandverity.com.

