



Overstock.com® uses CrowdSource to optimize product descriptions and enhance product attributes - realizes 84% boost in organic traffic.

Company:
Overstock.com (NASDAQ: OSTK)

Website:
www.overstock.com

Location
Salt Lake City, UT

Size:
1,280 employees

Industry:
Online Discount Retailer

Company Profile:
Overstock sells close to one million different products across a broad range of categories including furniture, bedding, electronics, clothing, jewelry, travel and cars. Founded in 1999, the company currently generates annual revenues of over \$1 billion and is one of the world's largest online retailers.

CrowdSource Solutions
Data - Data Enrichment
Content - Product Descriptions

"Our projects with CrowdSource are successful...they provide scalable and flexible solutions to assist us in maintaining Overstock's place as one of the world's most successful e-tailers"

- Stephen Tryon, SVP of Human Capital Management, Overstock.com

Project Summary

In preparation for the holiday shopping season, Overstock engaged CrowdSource to carry out an innovative e-commerce optimization strategy. Working with CrowdSource, Overstock added more than 4 million product attributes and optimized product and category descriptions for more than 100,000 pages, in less than 60 days.



Challenges

Overstock wanted to increase organic traffic and e-commerce conversions by optimizing 10% of their online product catalog.



Solutions

CrowdSource leveraged 13,909 qualified workers to classify and validate product attributes and compose optimized copy for over 100,000 pages in just 2 months, providing an equivalent of 127 full time employees.



Results

Within 30 days, Overstock's product keywords improved in Google's search results from an average ranking of 6th to 4th, producing an 84% increase in organic search traffic to the optimized pages.

Challenges

Inaccessible Product Data

Before working with CrowdSource®, Overstock® product attributes were present within on-page content but not in a structured format that could be leveraged. This meant that product attributes were not optimized for search engines, on-site features like search, user attribute filtering and dynamic product placement were limited.

Poorly Optimized Product Descriptions

Overstock® had not optimized their product descriptions or category pages for popular conversion friendly keywords.

Significant Resource and Time Constraints

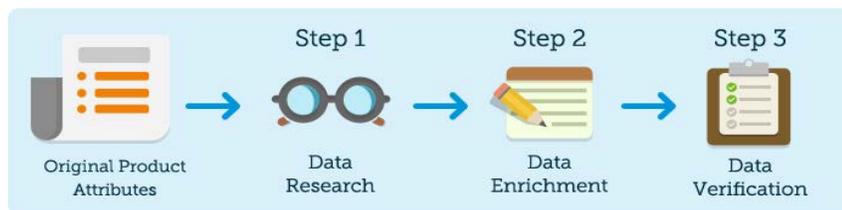
Each Overstock® product had up to 40 attributes that required research, verification and enrichment to optimize. Overstock needed to overcome timing and resource constraints associated with traditional solutions such as in-house employees and managing freelance workers.

Solutions and Results

Solving the Inaccessible Product Data Problem

CrowdSource optimized Overstock's product attributes using the following approach:

Fig 1 - Product Data Enrichment Process



Step 1: Research

CrowdSource® evaluated product attribute data for pages delivered by Overstock®, and identified opportunities to tag attributes and increase information accessibility.

Step 2: Data Enrichment

Using insights gained in the research step, CrowdSource updated attributes that were either incomplete or inaccurate.

Step 3: Data Verification

To ensure the results of the research and enrichment steps were aligned with Overstock® quality standards, CrowdSource leveraged its QualitySmart™ system. This system is based on a smart digital assembly line that routes work through multiple workers and judges accuracy based on each worker's TrustScore™.

Solutions and Results

Optimizing Product Copy for Search Results

Leveraging the results of the data enrichment workflow, CrowdSource® used the newly enhanced product attributes to optimize product and category pages using the following approach:

Step 1: Writer Qualification

CrowdSource® identified a group of qualified writers who demonstrated competencies in e-commerce related content creation. This segment of writers was further tested on the Overstock® style guide and brand voice. Only writers who demonstrated their ability to exceed the rigorous standards required were qualified.

Fig 2. Writer Qualification Process



Step 2: Product Content Creation

CrowdSource created keyword and feature-benefit rich descriptions using a multi-step editorial process to ensure that the descriptions properly aligned with Overstock's quality and style guidelines.

Fig 3. Multi-Step Editorial Process



Step 3: Delivery

Rather than leveraging internal resources, Overstock was able to leverage the equivalent of 123 full time employees and complete the project in a 2 months.

Success Metrics

Increases in Organic Search Engine Traffic

Overstock’s target keywords showed an average increase in Google® from 6th to 4th (Fig. 5.1 and 5.2) during the four weeks immediately following CrowdSource’s optimization. These increases occurred across a wide-range of high-traffic category terms affecting even the hard-to-move first page listings.

Fig 5.1 - Overstock’s Average Targeted Keyword Rankings



Fig 5.2. Results from Change in Google’s 1st Page Traffic Distribution

Google First Page Rank Position	Avg. Traffic Share
1	32.50%
2	17.60%
3	11.40%
4 Ending	8.10%
5	6.10%
6 Starting	4.40%
7	3.50%
8	3.10%
9	2.60%
10	2.40%
Organic Traffic Change	84%

This represents an estimated 84% traffic increase for Overstock’s targeted search phrases between November and December. (source: Chitika Insights June 2013)

ROI Example

The example below provides a ROI calculation for a monthly increase in traffic using an average cost-per-click value for new visitors earned.

Monthly ROI Example	
Original Monthly Organic Traffic	100,000
Average CPC for Products	\$1.25
Percent Increase in Traffic	83%
Estimated New Monthly Traffic	83,000
Estimated Monthly ROI	\$103,750

**Interested in how we can optimize your merchandising strategy?
Call us for a free ROI estimate - 855-276-9376.**