

# Case Study: Clearly Contacts, Canada

**Client:** Clearly Contacts, Canada

**Products Used:** Windows Live™ Hotmail & Windows Live™ Messenger, Microsoft® adCenter, Sympatico / MSN™

**Key Facts:** To help produce sales leads, Clearly Contacts uses a mix of search advertising with Live.ca and Microsoft adCenter, and runs display ads on Sympatico.MSN.ca and Windows Live; where it generates a 0.10 percent average click through rate for its display campaign during September and October of 2008.

## Clearly Contacts Eyes Canadian Expansion With Microsoft adCenter and Windows Live

Coastal Contacts is a premium online supplier of contact lenses, eyeglasses and related vision care products with operations in Asia, Europe and North America. Its Canadian operations, Clearly Contacts, are based in British Columbia. Coastal Contacts Inc. (TSX: COA) is publicly traded on the Toronto Stock Exchange.



As a part of its Canadian growth plan, the company is expanding outside its established B.C. base and focusing marketing efforts to include all of English-speaking Canada. In tandem with successful direct mail and related print advertising, Clearly Contacts also relies on search and display advertising to establish brand awareness and help generate sales with online consumers.

To help produce sales leads, Clearly Contacts uses a mix of search advertising with Live.ca and Microsoft adCenter, and runs display ads on Sympatico.MSN.ca and Windows Live where it generates a 0.10 percent average click through rate for its display campaign during September and October of 2008. Over the years the company has done extensive research on its customer base, and today its marketing efforts focus on young, tech-savvy women - an audience that accounts for nearly 60 percent of its online sales.

By taking advantage of Microsoft adCenter's audience targeting features, Clearly Contacts has reached deep into its core demographic, and has realized effective rates of return on its online advertising spend.

"We have seen some good click through numbers from our adCenter campaign on Live.ca," says Mike Suh, search marketing coordinator for Clearly Contacts. "The people who search on Microsoft's Live.ca represent a market that we need to tap into in order to help grow our business."

Microsoft adCenter's geographic targeting feature also helps Clearly Contacts engage with the English Canadian market in a way it typically can't with other traditional marketing methods, and ensures its search marketing campaign is measurable and in alignment with company goals.



"We're successfully growing our presence across the country, and the results we've seen from our adCenter campaign on Live.ca have been a part of that," adds Suh.

Additionally, Clearly Contacts takes full advantage of Microsoft's display properties by advertising on the Sympatico.MSN.ca homepage, Windows Live Hotmail and Windows Live. This powerful combination helps Clearly Contacts raise the awareness of its services and reach new audiences.

The display campaign also helps direct consumers to the company's Web site and point-of-purchase features, which gives Clearly Contacts an effective way to measure sales and potential campaign ROI.



"Windows Live and Sympatico / MSN provide the robust audience reach we need to help build our brand awareness and increase direct response rates online," says Patty Gibson, advertising manager for Clearly Contacts.

## Results

Microsoft search advertising has played a pivotal role in helping Clearly Contacts grow its existing business in Canada. Affirmative adCenter click-through rates have proof-pointed the company's initiative to expand its product portfolio to offer eyeglasses, as well as contact lenses.

The company also garners great success from advertising on the Sympatico.MSN.ca and Windows Live properties. Since September and October 2008 the display campaign has generated a 0.10 percent average click through rate on its Sympatico / MSN homepage, Windows Live Messenger and Windows Live Hotmail ads.