

# Online Comparators

Doug Scott - Director of Online Strategy  
ASAP Ventures Ltd

[www.carrentals.co.uk](http://www.carrentals.co.uk)

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[www.overseas.com.au](http://www.overseas.com.au)

[www.promotions.co.uk](http://www.promotions.co.uk)

CPA Car Hire Comparator

CPA Flight Comparator

CPA Travel Comparator

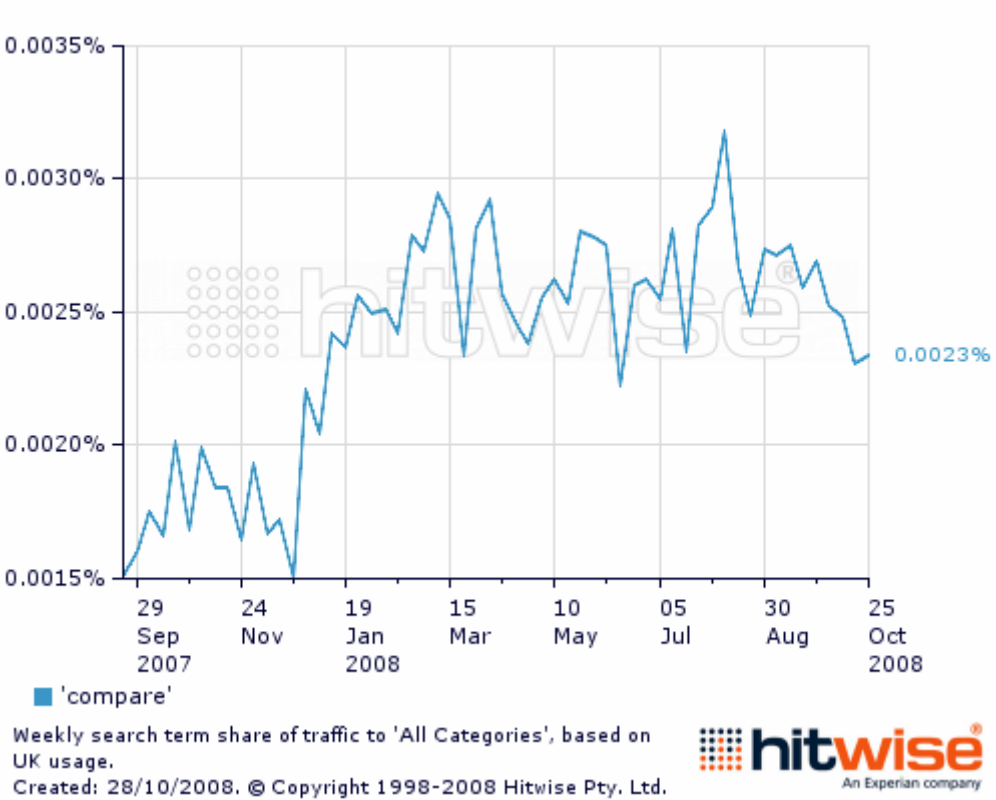
CPA Travel Comparator

Discount Codes for Comparators ☺

# Background of Comparators

- Comparators evolved because the customer wanted choice in one place.
- Cost Per Click was a solution that merchants already understood due to Google's Adwords.

# Growth of “Compare” as Search Term



# Evolution of Comparators

- To increase site revenues, CPC comparators needed to increase their reach and began powering more partner websites with their engine.
- Partner websites were paid a revenue share of all clicks they generated

# Issue of CPC Comparators

- Ultimately CPC comparators are driven by making the customer click, but not necessarily buy.
- Many uneducated merchants can easily lose large amounts of money and probably have, whilst trying the system

# CPA Comparators

- CPA Comparators have to make sales to be paid.
- Hence CPA Comparators go after high quality traffic and are not interested in the window shopping type user
- CPC Comparators have started switching to a mixed or full CPA model as competition and merchant knowledge has increased

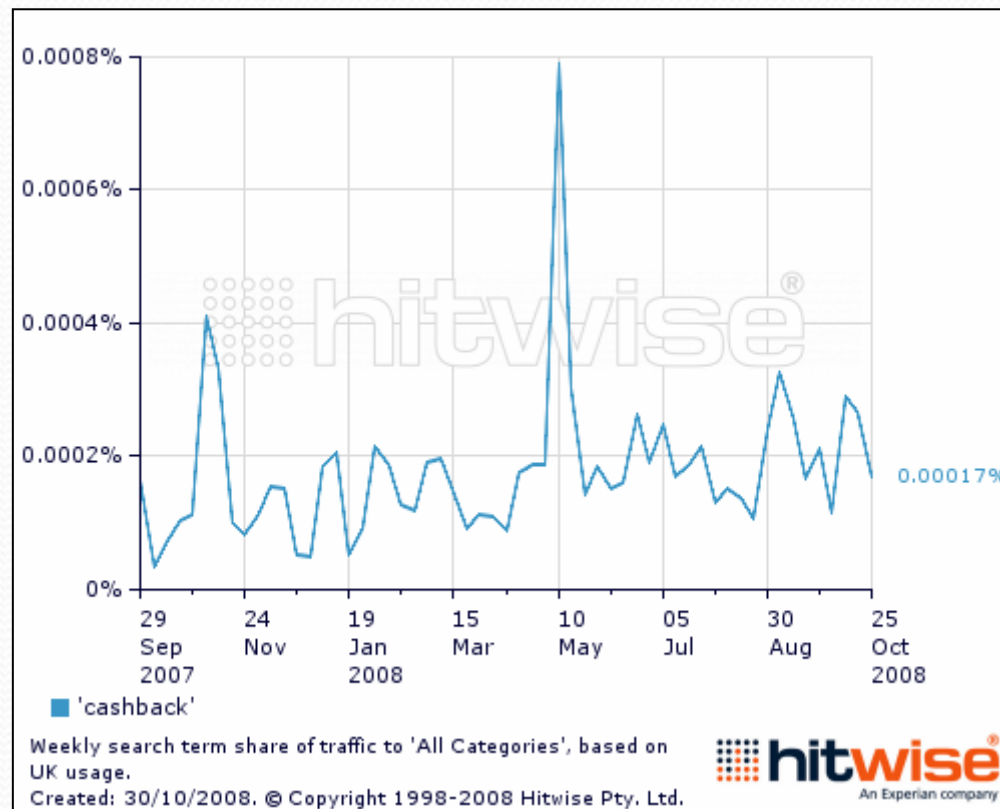
# Comparators are still growing

- Some 43% of retailers surveyed by online research publisher E-consultancy say that the proportion of online sales coming through comparison shopping engines (CSEs) has increased in the last 12 months. (E-Consultancy Report)

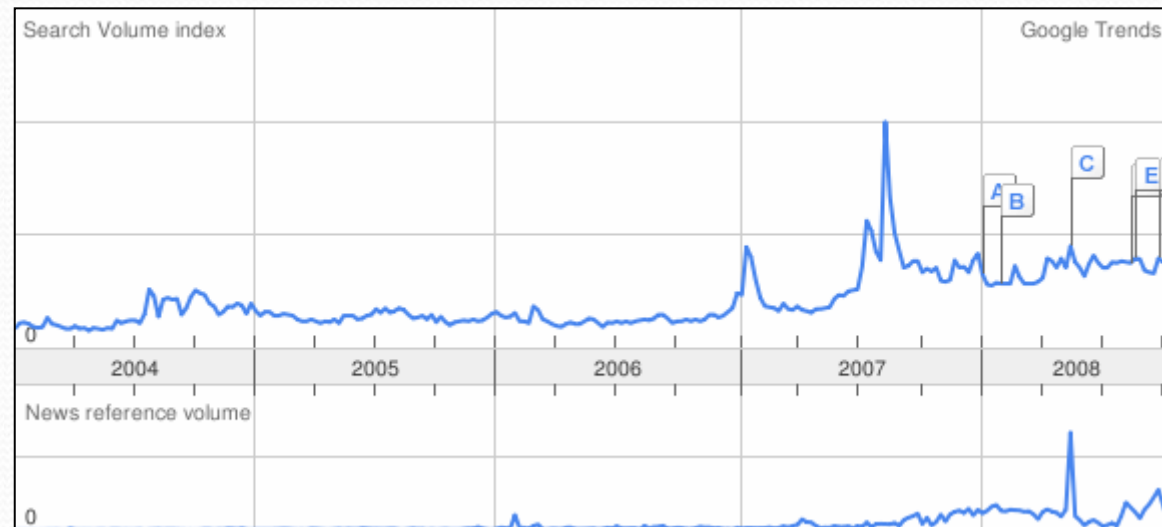
# Future evolution of comparators...

- A typical user now visits a comparator site and/or a review site. They find what they are looking for and may or may not click out.
- But more and more customers are now going to cashback sites and/or discount voucher sites.

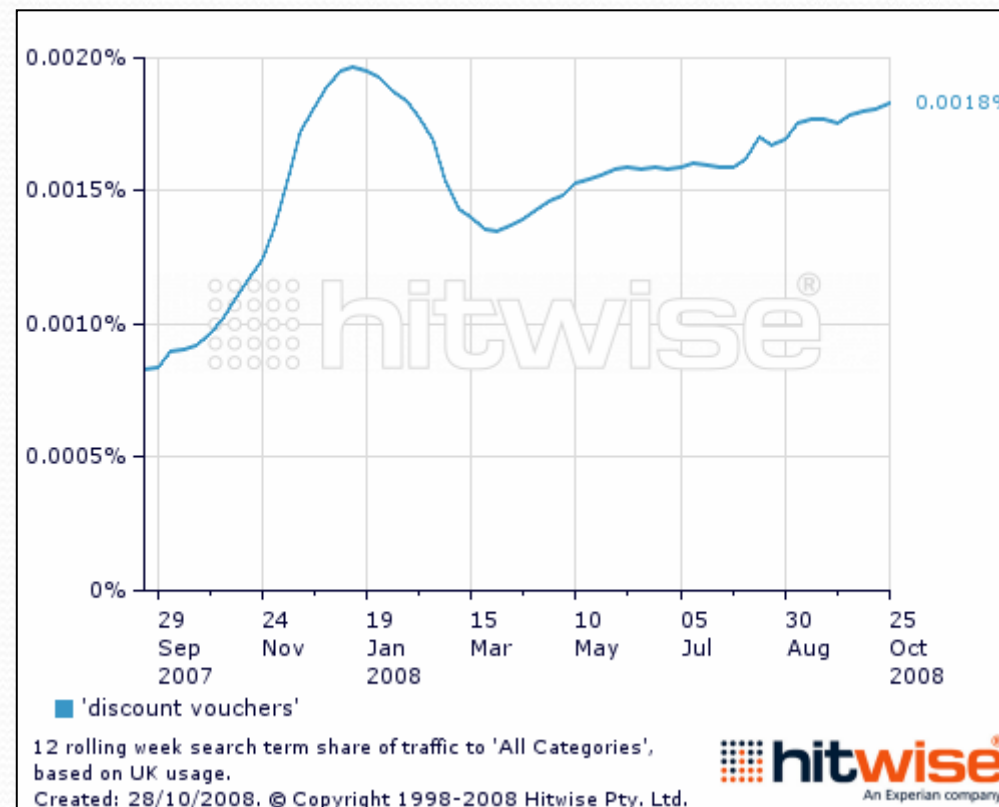
# “Cashback” - Search Term



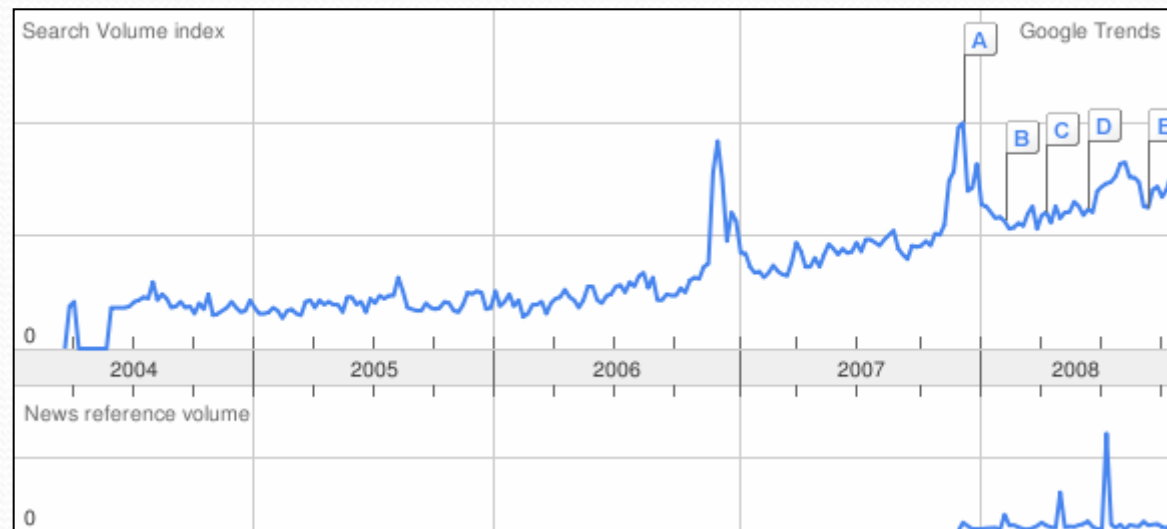
# Cashback search profile 2004 to 2008



# “Discount Vouchers” - Search Term



# Discount Vouchers search profile 2004 to 2008



# What happens next?

- Comparator sites need to start looking at adding cashback and/or discount offers into their offerings. This will reduce leakage and improve conversions.
- Cashback is an issue as most people don't wish to create accounts and wait for 3 months to get their £1
- Discount vouchers and discount codes give the £1 off immediately and hence are preferred by most customers

# Comparators and Discount Vouchers

- CPA model and tracking
  - Simple to track the value.....
    - Without a code A%
    - With a code B%
- CPC model and tracking
  - more confusion added to something already difficult

# My plug 😊

- How do comparators get codes?
- We can supply them

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# Thank You

- Doug Scott; Doug.Scott@asapventures.co.uk
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if you need vouchers or codes for your own sites...