



FIRST.

Searching for Campervans and Motorhomes Online

Which websites are maximising their market share?



Calculating share of search

- Rankings Based Reach (RBR)* provides a simple way to compare a website's search engine rankings with its competitors.
- RBR is an estimate of the percentage of available search traffic a website will receive for a set of phrases – this gives the sites share of search or reach.
- It is weighted based on the popularity of each search phrase and the relative click through rate (CTR) of each ranking position.

*Source: Rankings Based Reach (RBR) is a methodology developed by FIRST



Selected sites

The following New Zealand campervans and motorhomes sites were selected for Ranking Based Reach (RBR) organic search performance analysis.

Sites
alphacampervans.co.nz
apollocamper.co.nz
britz.co.nz
escaperentals.co.nz
jucy.co.nz
maui.co.nz
mightycampers.co.nz
nzrentals.keacampers.com
unitedcampervans.co.nz
wilderness.co.nz

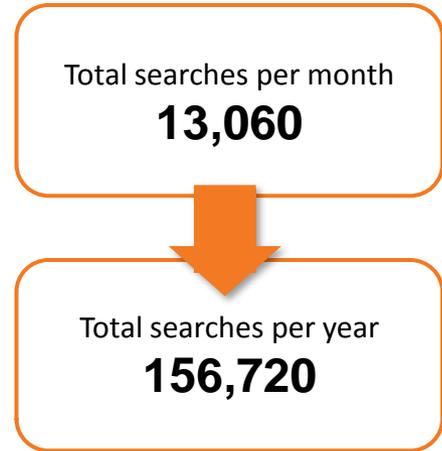


What are people searching for?

In order to investigate which websites are leading in search we researched frequently used campervans and motorhomes-related phrases.

Search Phrase	Local searches per month
campervan hire nz	5400
campervan hire	1000
campervan relocation	1000
motorhomes	880
campervan	720
motorhomes nz	590
campervan hire auckland	480
campervan hire christchurch	480
cheap campervan hire nz	390
motorhome hire	390
campervan hire new zealand	260

Search Phrase	Local searches per month
campervan rental	260
motorhome association	260
motorhome hire nz	210
motorhome rental	210
auckland motorhomes	170
relocation campervans	140
small campervan hire new zealand	110
nz campervan hire	110
campervan hire tauranga	110
campervan rental auckland	90





Google: Search engine results page 1

What the consumer sees: The top of the Google search results page for a search on 'campervans'

The screenshot shows a Google search for 'campervans'. At the top, there are navigation tabs for Web, Images, Maps, Videos, News, and More. Below the search bar, it indicates 'About 1,770,000 results (0.32 seconds)'. The results are divided into two main sections: Organic search results and Paid search results. The organic results are listed in a single column, while the paid results are listed in two columns. The organic results include links to Maui New Zealand, Jucy, KEA Campers, Britz, United Campervans, Alpha Campervans, United Vehicle Rentals, Escape Campervans, and New Zealand Motorhomes. The paid results include Discovery-Motorhomes, NZ Motorhome Forum, Jayco Caravans NZ, Camper Vans To Buy, The Ultimate Campervan, Campervan For Sale, Campervan Relocations, Used Campervans For Sale, and Kea Campervans.

Up to 3 keyword-related Google ads for paid search terms lead the Google search results page: Jucy and Britz ranked in the first and second positions, respectively for the search term 'campervans'.

Under the organic search results, majority of the analysed companies ranked on Google's first page, starting with Maui, followed by Jucy, Kea Campers, Britz, United Campervans, Alpha Campervans and Escape Rentals for the search term 'campervans'.

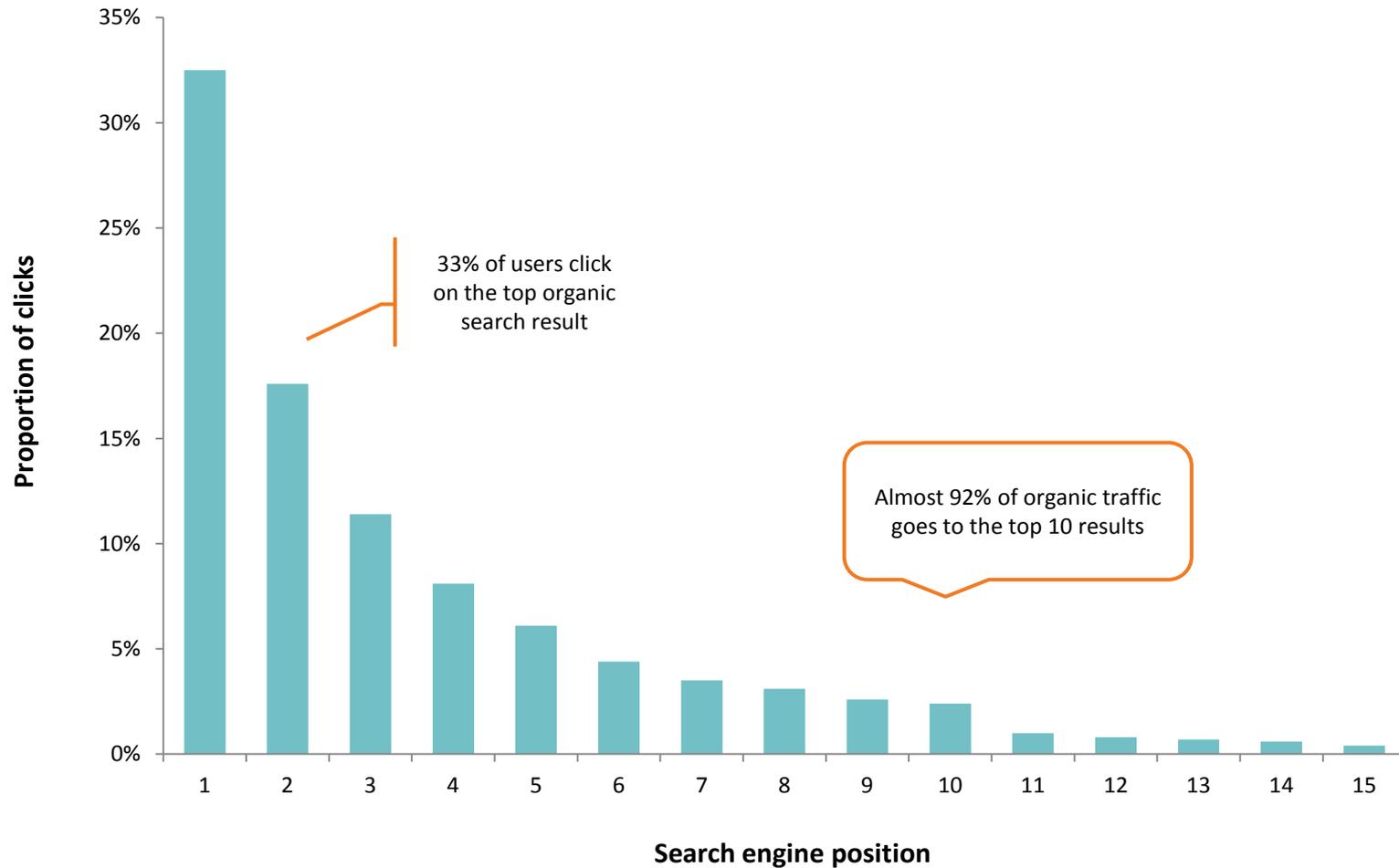
Paid search results

Mighty Campers and Kea Campers ranked on the seventh and eleventh positions, respectively in the paid search results. In total there are 11 companies ranked for paid search. That represents the maximum number of paid search results for the first page. Given that, the campervans and motorhomes market is highly competitive.

Organic search results



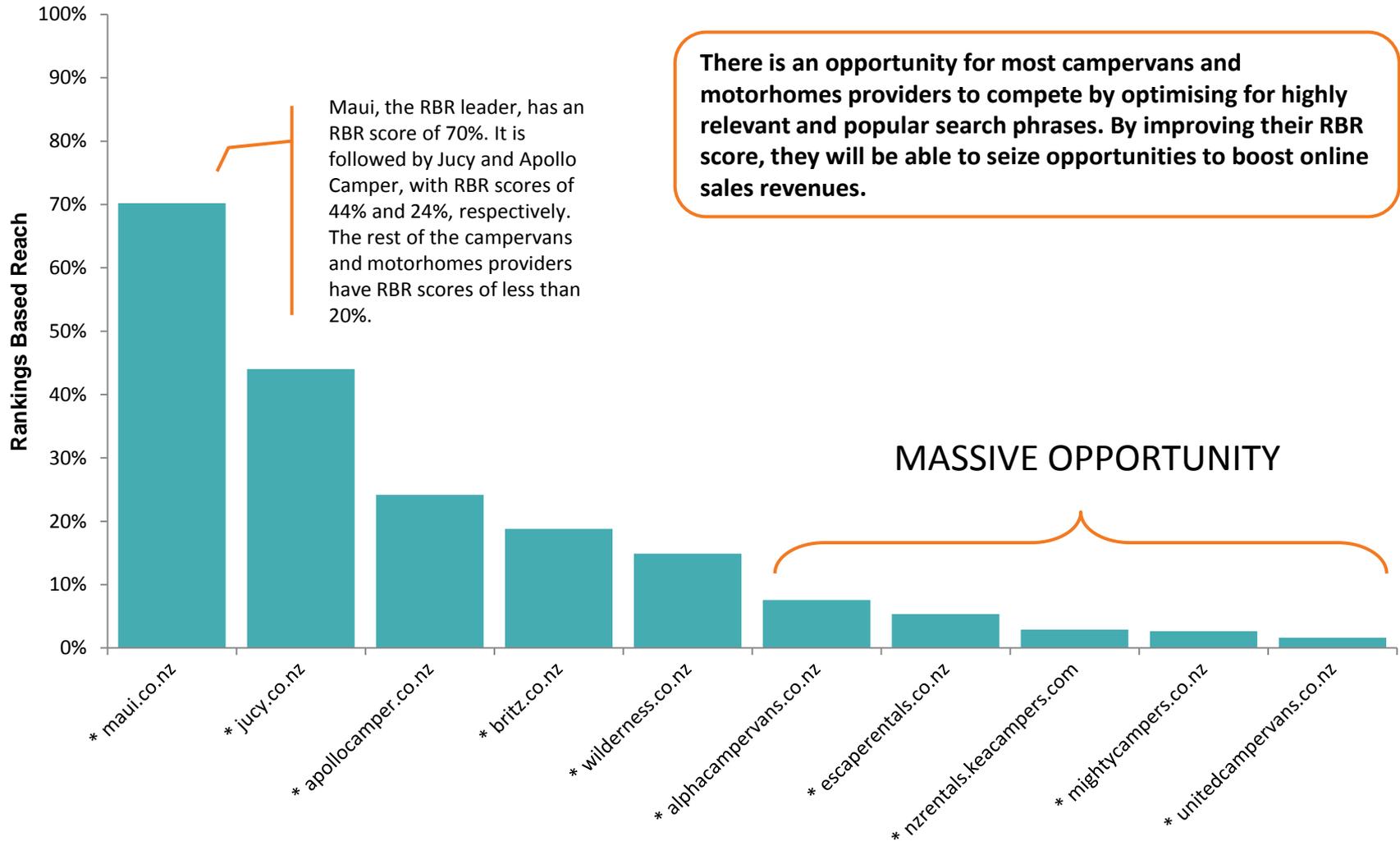
The importance of top rankings



Source: Chitika, 2013 (Organic Search)



Rankings Based Reach: Natural Search



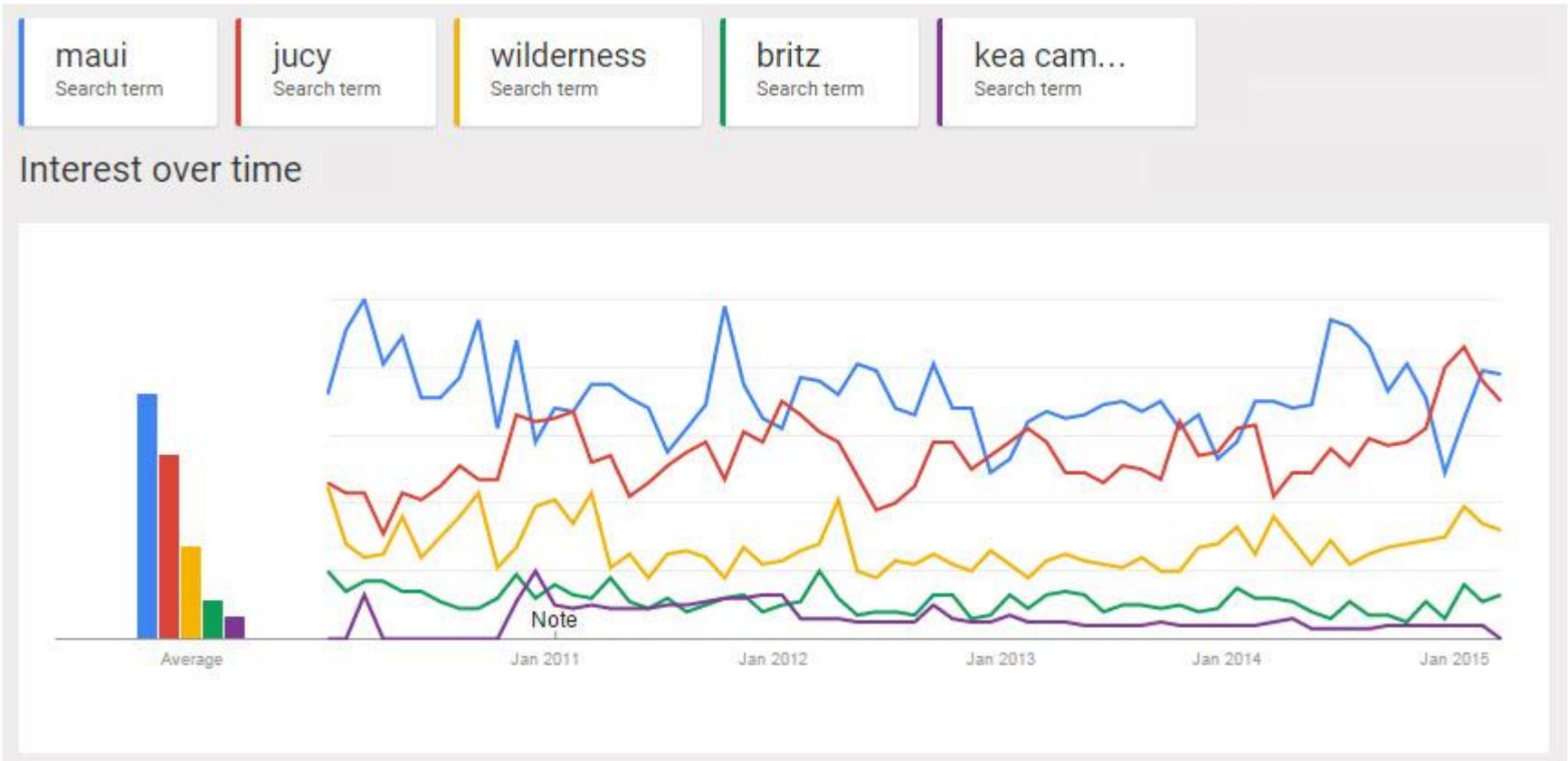
* includes all websites under the relevant domain name (e.g. including www.)

Source of ranking data: Google New Zealand, www.google.co.nz, Apr 2015

Brand search trends

The chart illustrates that the brand search terms for campervans and motorhomes. The trend data shows that Maui is significantly ahead and closely followed by Jucy in terms of online brand search. Wilderness, Britz and Kea Campers, however, are lagging far behind its competitors.

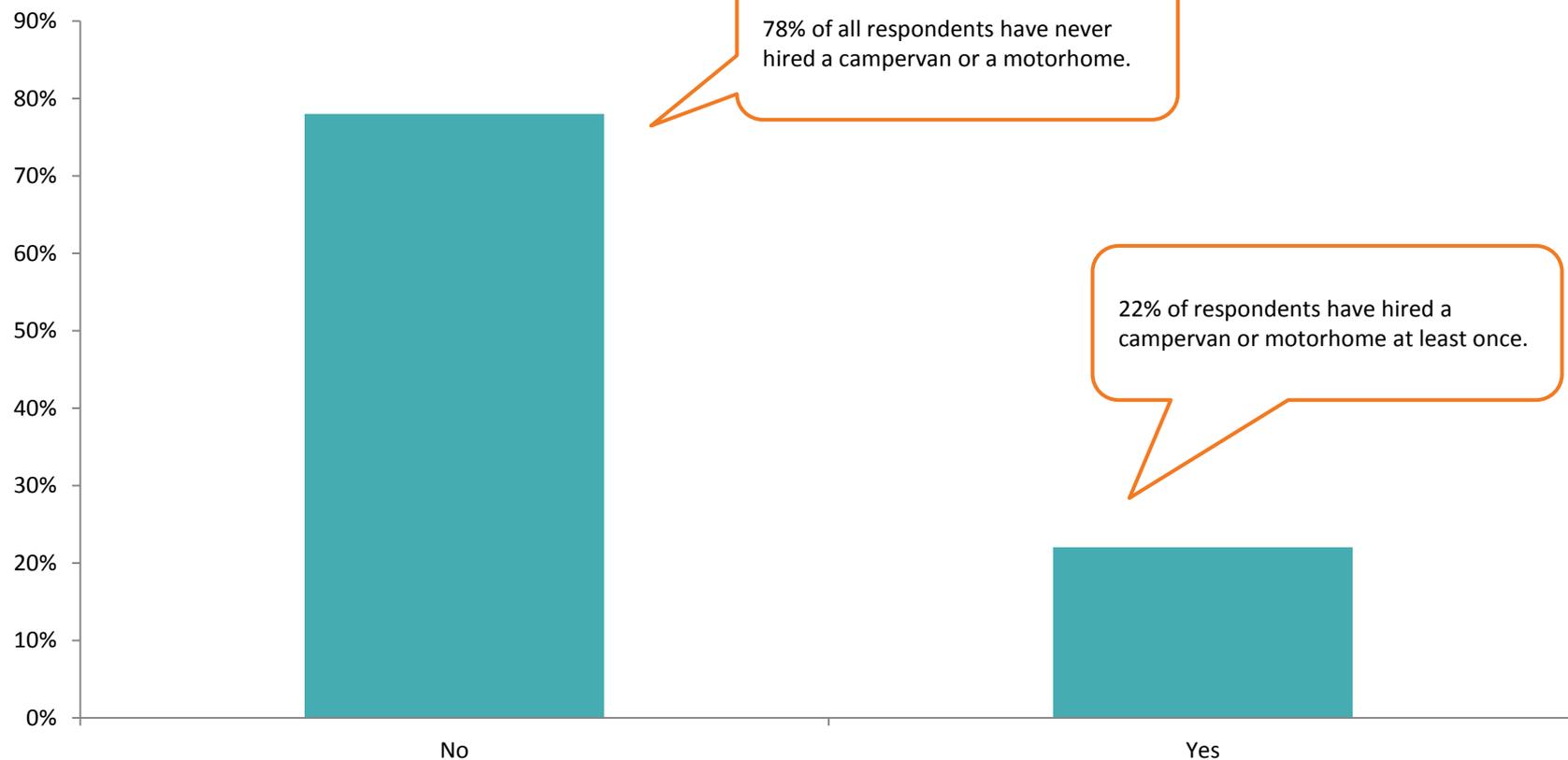
To combat being left behind, runner-up campervans and motorhomes providers need to drive consumer brand recognition via search, display, social and email remarketing campaigns.



Source: Relative total keyword performance on a normalised scale 1 to 100, Google Trends, New Zealand, Apr 2015

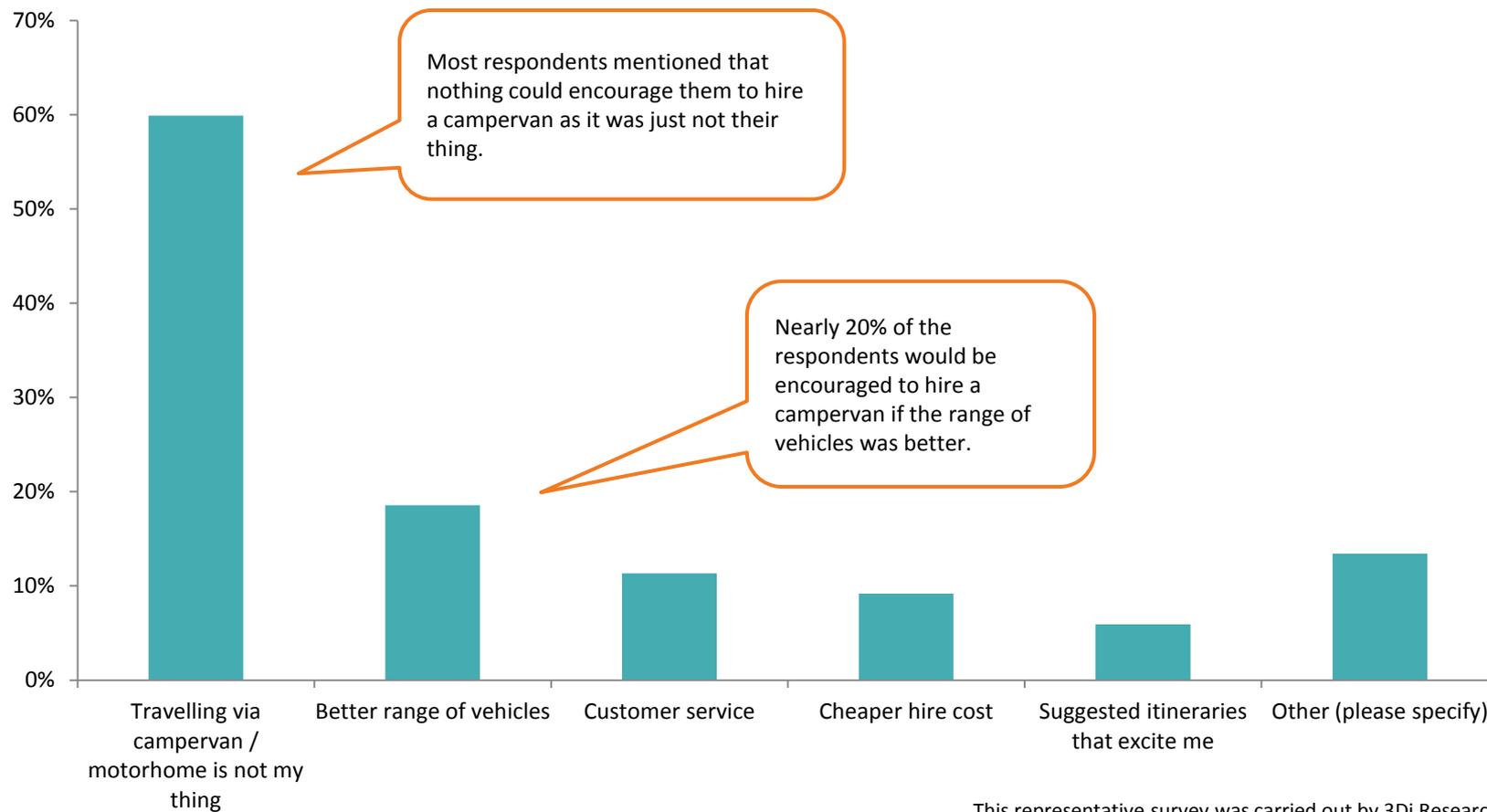
Consumer Research: 1 out of 5 Kiwis hire a campervan

Question 1: Have you ever hired a campervan or motorhome?



Consumer Research: What encourages Kiwis to hire?

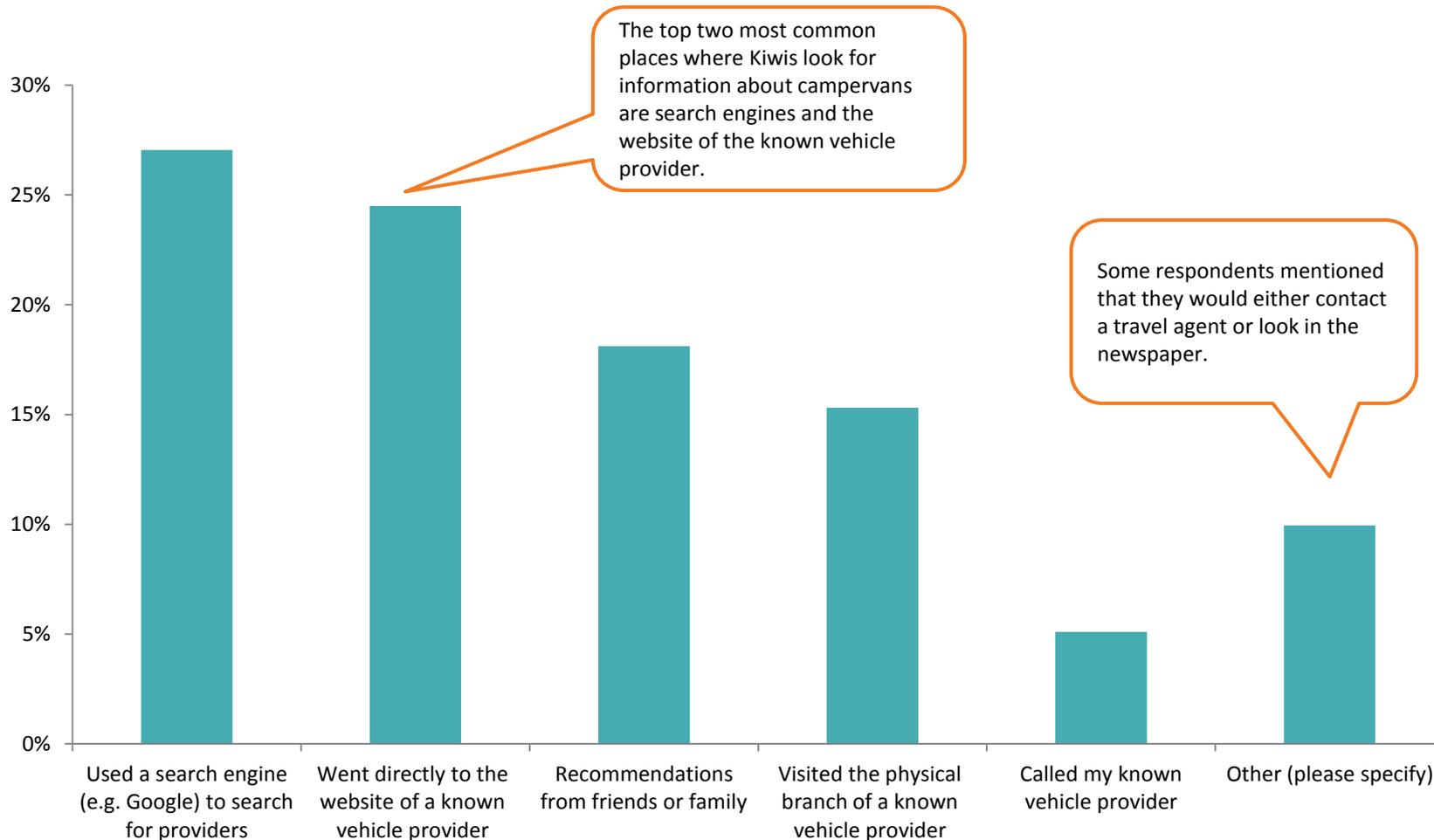
Question 2: What would encourage you to hire a campervan?



This representative survey was carried out by 3Di Research on the Great Sites platform July 2014 (n=1534).

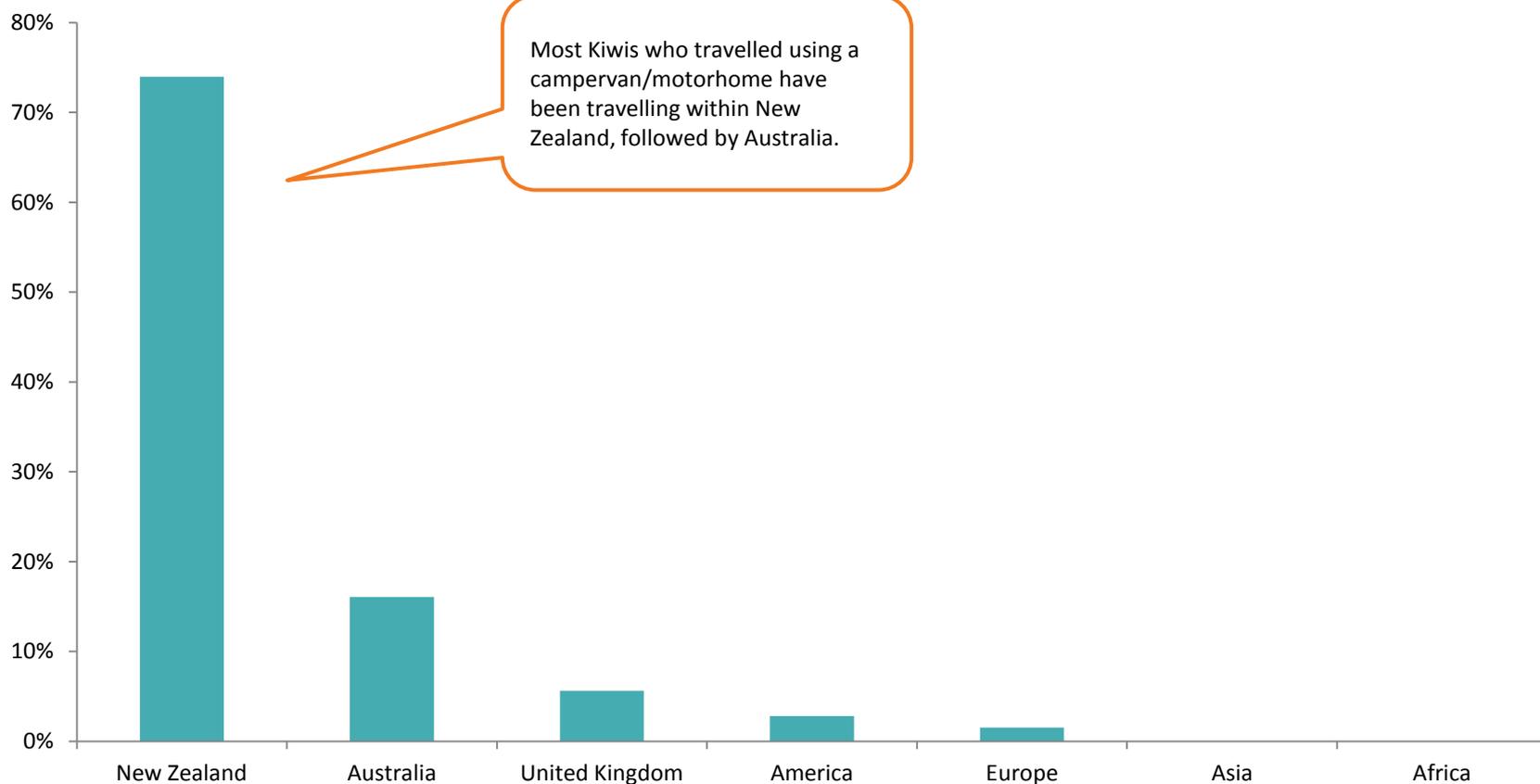
Consumer Research: Finding information

Question 3: Where was the first place you went to find a campervan or motorhome to hire?



Consumer Research: Popular regions

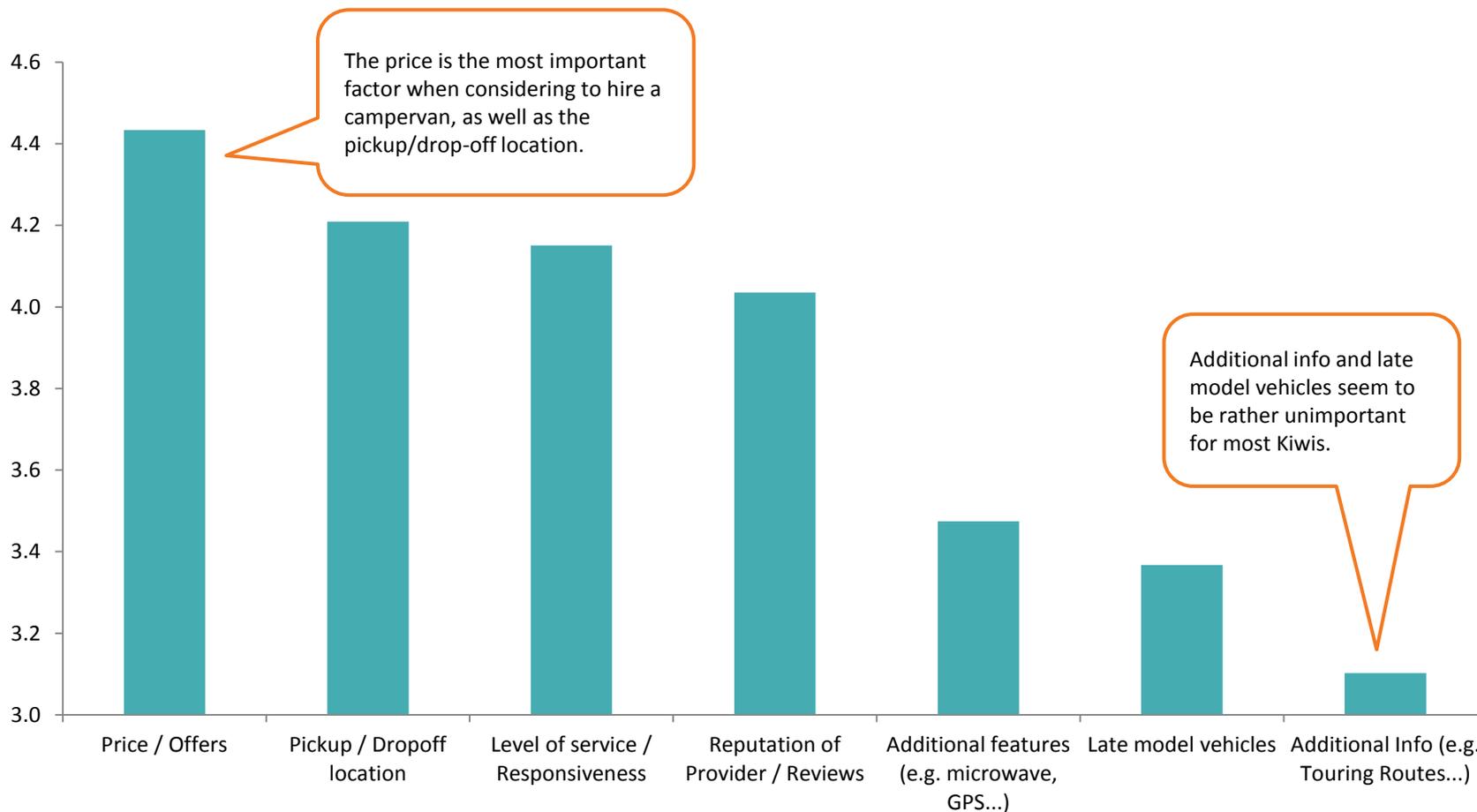
Question 4: What region did you hire your campervan/ motorhome for?



This representative survey was carried out by 3Di Research on the Great Sites platform July 2014 (n=392).

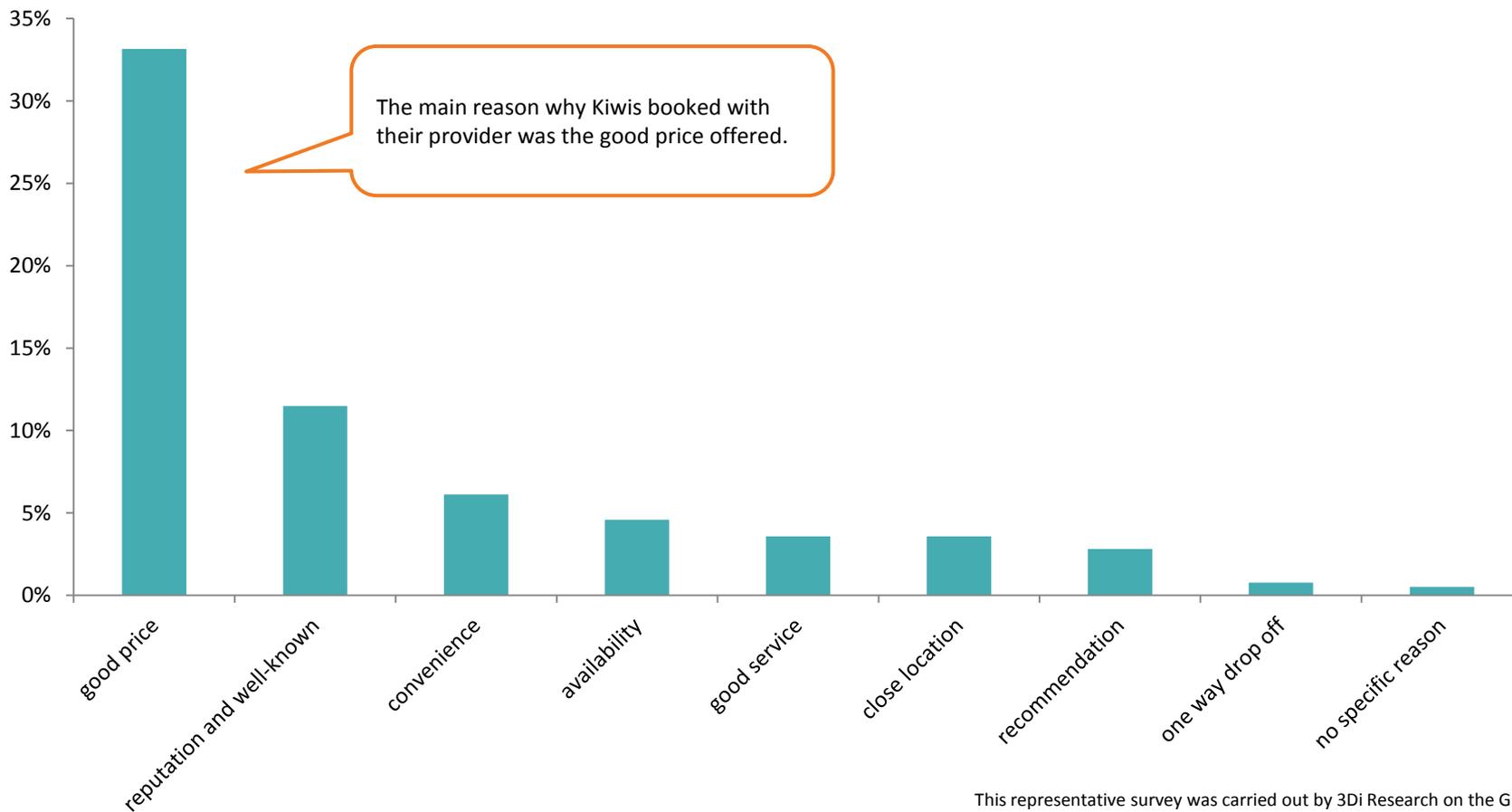
Consumer Research: Most important factor

Question 5: What is most important to you when considering a motorhome or campervan? (Rank the following on a scale of 1-5, 1 being least important, 5 of great importance)



Consumer Research: Main reasons for bookings

Question 6: What was the main reason you booked with the provider you did?



This representative survey was carried out by 3Di Research on the Great Sites platform July 2014 (n=392).



Campervans and Motorhomes – FIRST Insights



- In our survey, we revealed that the top two places where Kiwis search for information on campervans and motorhomes are on search engines (i.e. Google) and websites of the known providers. This points to the importance for companies to rank in top positions in search engines and optimise their customer's online experience.
- According to a NZ tourism industry report, "international visitors hired 53,710 campervans during 2011, staying an average of 16.8 days and spending a total of \$447.9 million in New Zealand. Domestic residents hired a total of 10,220 campervans during the same period, staying an average of 8.9 days and spending a total of \$38.1 million outside their home regions¹." These numbers are likely to increase as Google Trends show that the search terms related to hiring campervans have been constantly increasing.
- Currently, Maui stands out in the search landscape followed by Jucy capturing a big proportion of the voice thanks to prominent organic presence.
- Majority of the analysed campervans and motorhomes providers have low RBR scores, below 20%. There is significant opportunity for these companies to improve their RBR or search engine reach – for important and popular keywords in organic search.
- Due to their low RBR scores, search results are broadly dispersed among a wide range of competitors. In the competitive and margin-driven campervans and motorhomes market, providers need to optimise the most cost effective marketing channel - search.
- **A well-executed digital strategy that integrates both organic and paid search should be a key customer acquisition channel for campervans and motorhomes providers, driving revenue and growing the stores share of digital spend.**

¹Source: Campervan tourism delivers \$486m to NZ tourism industry – report, Dec 2012, Voxy.co.nz



About FIRST.

FIRST is an award-winning team of smart Digital Marketers who have helped over 300 companies across 100 industries achieve success online. We help our clients to grow online sales, revenue and improve their ROI.

Our expertise in digital marketing has been built on over 15 years experience in digital strategy, analytics, conversion, search marketing and digital campaigns.

Get in touch to find out more...



Grant Osborne
General Manager NZ

Phone

+64 (9) 920 1740

Email

info@firstdigital.co.nz

Web



<http://www.firstdigital.co.nz>



<http://www.linkedin.com/company/first-digital>



<http://www.firstdigital.co.nz/blog>

http://twitter.com/first_nz

