

FIRST.

Searching for Gifts 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.

Selected sites

Leading New Zealand gift providers were selected for Ranking Based Reach (RBR) performance analysis.

| Sites | |
|--------------------|----------------------|
| acquisitions.co.nz | mygoodness.co.nz |
| funkygifts.co.nz | notsocks.co.nz |
| giftguru.co.nz | raptaboutgifts.co.nz |
| giftideas.co.nz | redballoon.co.nz |
| giftloft.co.nz | redcurrent.co.nz |
| gifts.com | thinkgeek.com |

What are people in NZ searching for?

In order to investigate which websites are leading in search we researched frequently used “gift” - related phrases.

| Search Phrase | Searches per month in NZ | Search Phrase | Searches per month in NZ |
|----------------------|--------------------------|-------------------------|--------------------------|
| gifts for men | 1300 | gifts for her | 480 |
| anniversary gifts | 880 | christmas present ideas | 390 |
| gift ideas | 880 | gift ideas for women | 390 |
| christmas gift ideas | 590 | gifts nz | 390 |
| gift ideas for men | 590 | nz gifts | 390 |
| gifts for men nz | 590 | personalised gifts nz | 390 |
| gifts | 480 | | |



Source: Google Keyword Planner, New Zealand, Nov 2014

Google: Search engine results page 1 (NZ)

What the consumer sees: The top of the Google search results page for a search on “gifts for men”

RedBalloon is leading the field in paid search for the search term “gifts for men”, followed by Man Bits and Bunnings.

In organic search NZ operated companies such as global players are ranking at the first page.

Despite ranking well for organic listings for this specific search term, RedBalloon is still investing heavily in paid advertising which allows them to dominate the first page with multiple listings.

gifts for men

Web Images Maps Videos More Search tools

About 265,000,000 results (0.27 seconds)

200+ Gifts for Him - Gift Ideas for Men who have it all
Ad www.redballoon.co.nz/gifts-for-men
Experience gift vouchers for men.
Husband Dad Gifts For All Occasions Experiences Gifts for Men

Gifts for Guys - Gifts for men on any occasion - manbits.co.nz
Ad www.manbits.co.nz/
Man Bits - Gear for Guys

Gifts for Men - bunnings.co.nz
Ad www.bunnings.co.nz/
Bunnings Gift Cards Make Great Gifts. Buy Online Now!
Store Locator - Explore Our Range - Buy Gift Cards - DIY Videos & Guides
2 Carr Road, Mt. Roskill, Auckland - 09-624 0177

Gifts for Men - Not Socks Gifts
www.notsocks.co.nz/mens-gifts
Item 1 - 36 of 193 - You'll find a HUGE range of unique gifts for men & top gift ideas for him on Not Socks Gifts. Gift wrapping. Fast & reliable NZ delivery.

For Him - Etsy Gift Ideas
<https://www.etsy.com/nz/browse/gifts/gifts-for-men>
Shop for unique, one-of-a-kind items in Etsy Gift Ideas > For Him from independent, creative business owners from around the world. Browse bath & grooming ...

Gifts for Men - Cool Material's Mens Gift Guide
coolmaterial.com/gift-guide/
Shopping for gifts for men is no easy task. ... socks and boring gift cards, the editors here at Cool Material decided to do something about it - for men everywhere.

Gifts for Men | Gifts.com
www.gifts.com/ideas/him
Find the perfect gifts for men - every time. Get gift ideas for birthdays, anniversaries, Valentine's Day and more. Visit Gifts.com now!

Gifts For Him - Funky Gifts
www.funkygifts.co.nz/GIFTS
Items 1 - 9 of 317 - Gifts for him, Huge range of best gifts for guys, great gifts for blokes, gifts for the man in your life, man cave gofts and more nz themed gifts!

18 Great Gifts for Men | Real Simple
www.realsimple.com/holidays-entertaining/gifts-for-him/great-gifts-men
Find unique ideas sure to thrill all of the men in your life from our 2012 Christmas and Holiday Gift Guide.

500+ Gift Ideas for Him | RedBalloon
www.redballoon.co.nz/gifts-for-him

Gift Ideas For Men
Ad www.raptonline.co.nz/
The Coolest Men's Gifts in NZ
Free Gift Wrapping. Buy Online Now.
36 Garden Lane, Auckland
09-271 1350

Gifts for Men @ IWantThat
Ad www.iwantthat.co.nz/
Wierd & wacky gifts for that hard to please bloke in your life.

Beautiful Gifts Online NZ
Ad www.raptaboutgifts.co.nz/Gifts
Gifts for every occasion and Xmas is just around the corner. NZ wide
753 Beach Rd, Auckland
0800 131 039

The Good Wine Co.
www.thegoodwine.co.nz/gifts
Buy wine gifts online, delivery anywhere in NZ with a gift message!

NZ Designed & Handmade
www.discoverme.co.nz/
Selling NZ designed jewellery, fashion & other products online.

Gifts for Kiwi Blokes
www.mygoodness.co.nz/Gifts-for-Men
Food or Wine or Beer Hampers (or all of the above) Order Online

Unusual Gifts for Men
www.eweniverse.com/
Pun-tastic sheep-themed gifts. art, prints, gifts, sheep, smiles

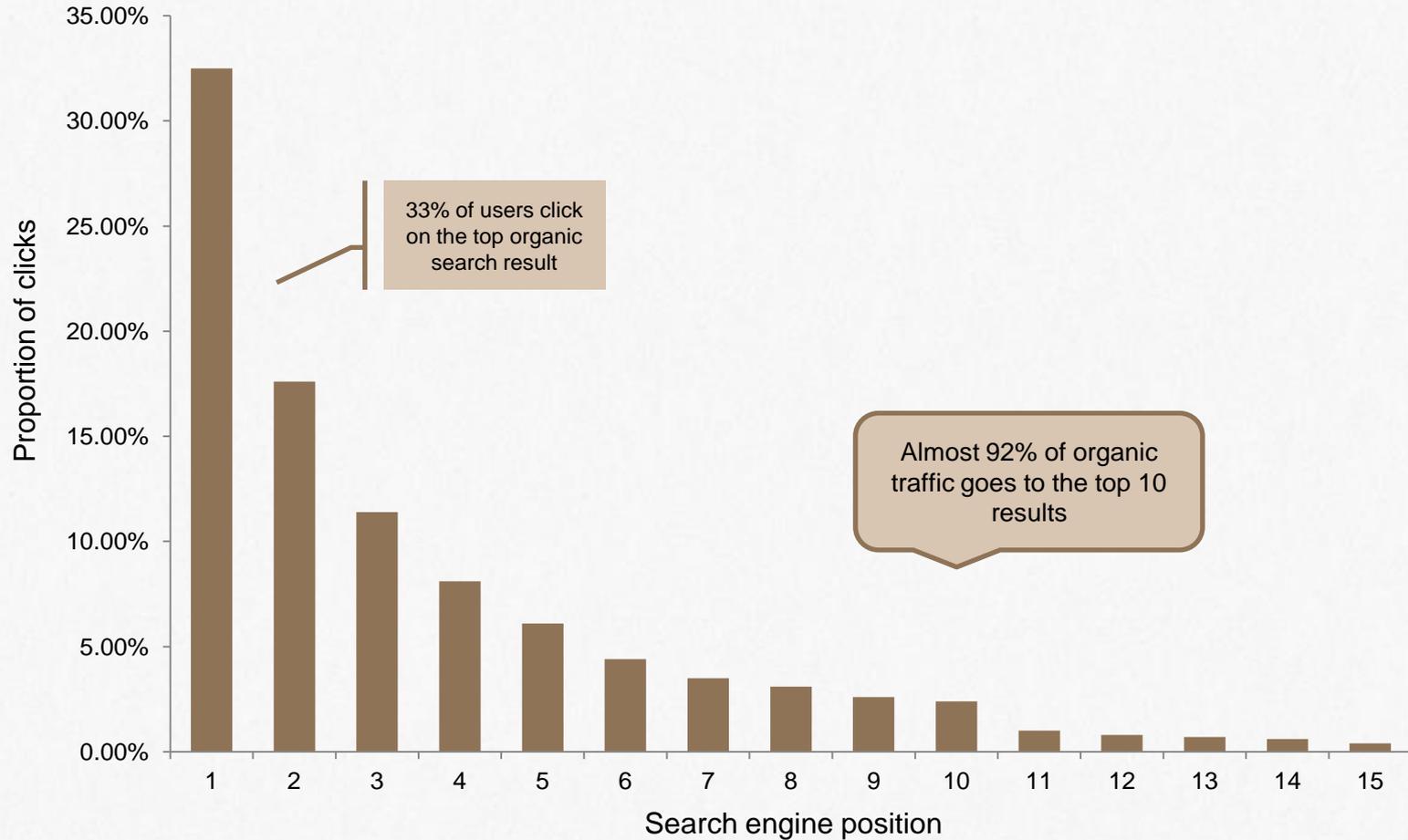
40th birthday gifts men
www.remember.co.nz/
Gift experiences for men turning 40
Buy online, free delivery
[See your ad here >](#)

Rapt About Gifts and My Goodness are also very present on the first page of Google's paid search.

In total there are ranking 11 companies in the paid search results which is the maximum amount.

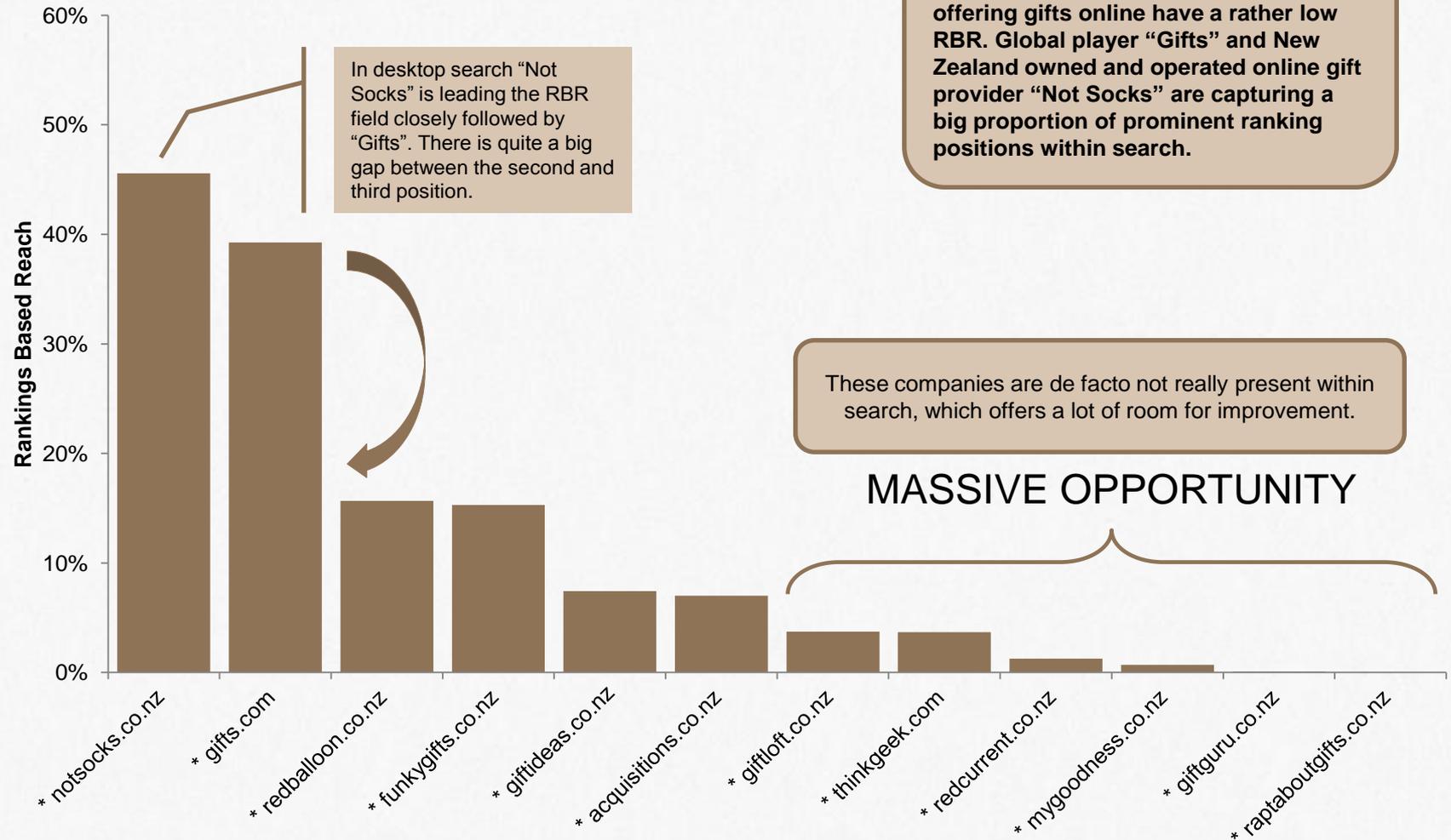
This is an indicator that this market is highly competitive.

The importance of top rankings



Source: Chikita, 2013 (Organic Search)

Rankings Based Reach: Natural Search (New Zealand)



Most of the analysed companies offering gifts online have a rather low RBR. Global player “Gifts” and New Zealand owned and operated online gift provider “Not Socks” are capturing a big proportion of prominent ranking positions within search.

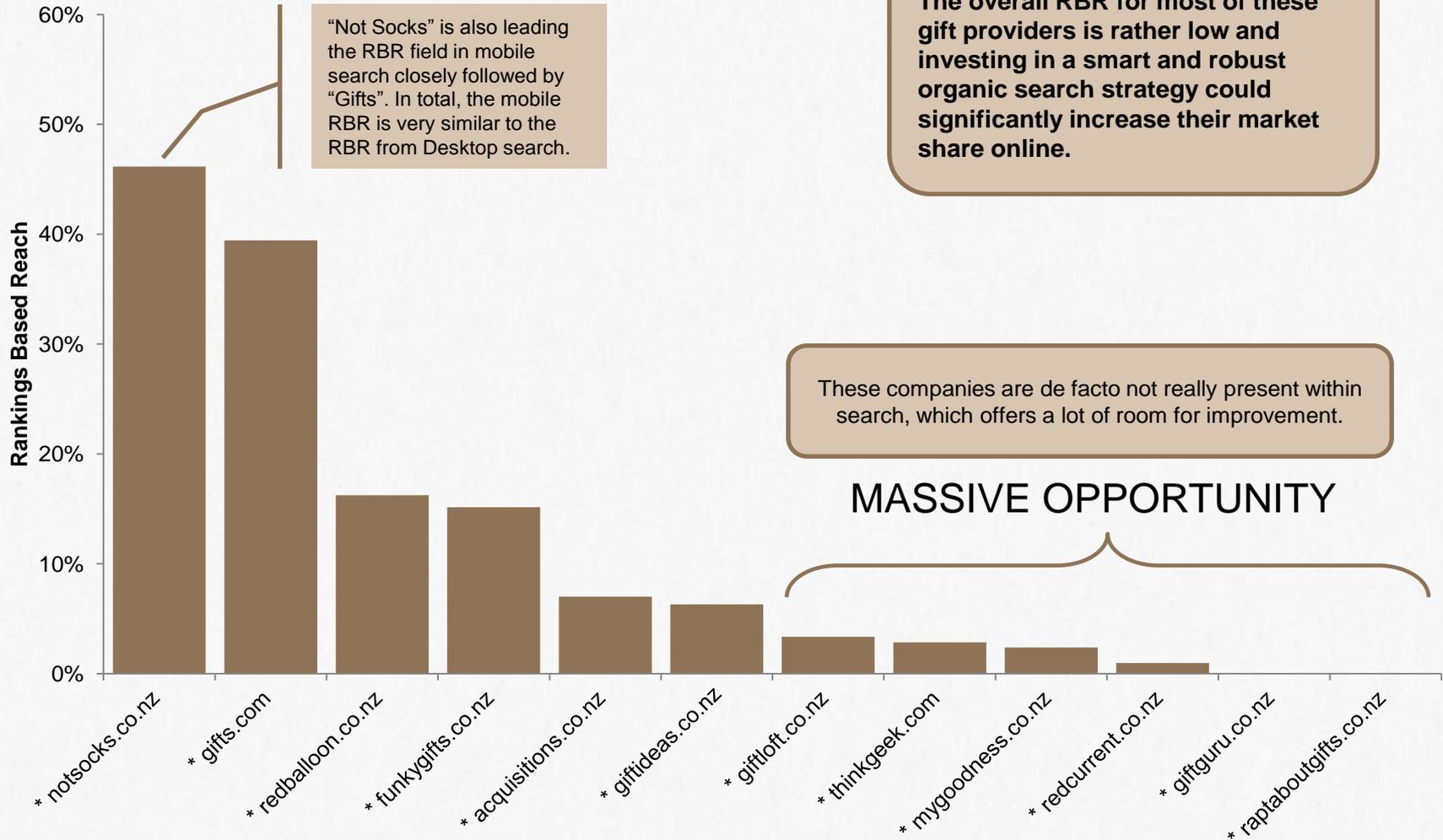
These companies are de facto not really present within search, which offers a lot of room for improvement.

MASSIVE OPPORTUNITY

* includes all websites under the relevant domain name (eg, including www.)

Source of ranking data: Google New Zealand, www.google.co.nz, Nov 2014.

Rankings Based Reach: Mobile Natural Search (New Zealand)



"Not Socks" is also leading the RBR field in mobile search closely followed by "Gifts". In total, the mobile RBR is very similar to the RBR from Desktop search.

The overall RBR for most of these gift providers is rather low and investing in a smart and robust organic search strategy could significantly increase their market share online.

These companies are de facto not really present within search, which offers a lot of room for improvement.

MASSIVE OPPORTUNITY

* includes all websites under the relevant domain name (eg, including www.)

Source of ranking data: Google New Zealand, www.google.co.nz, Nov 2014.

“Gift” related search trends

New Zealand ▾ Jan 2009 - Oct 2014 ▾ All categories ▾ Web Search ▾ ⚙️ ▾

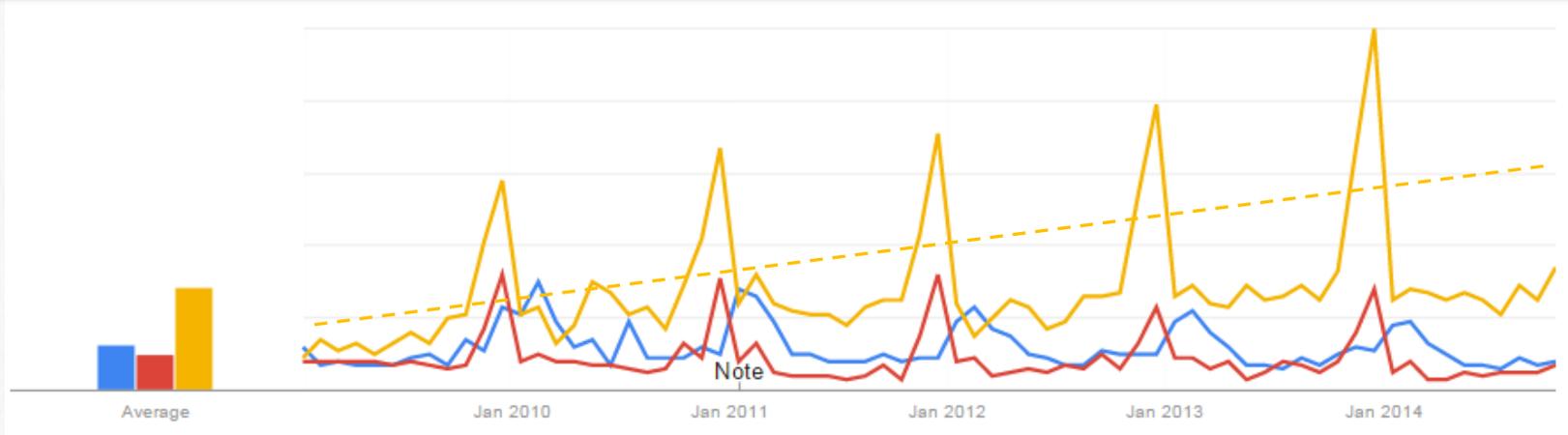
Topics

Subscribe ↻

anniversary gifts
Search term
gifts for men
Search term
gifts nz
Search term
+ Add term

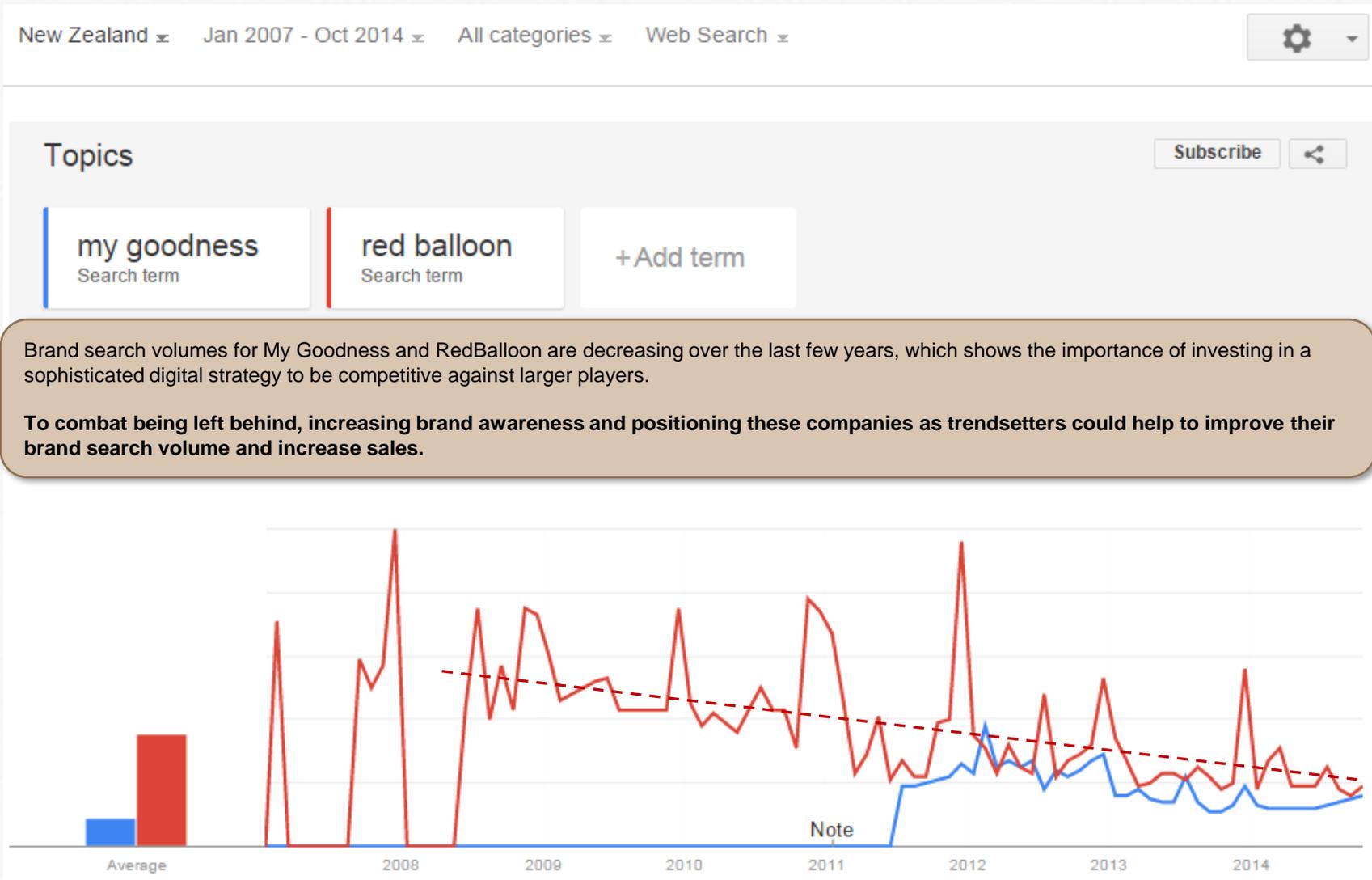
The volume for the search term “gifts nz” has continuously been increasing and shows high peaks in December. Interestingly the search trends for “anniversary gifts” do not show spikes in December but rather in January and February. Therefore, companies selling gifts should optimise their search strategy according to consumer search behaviour.

To be ahead of competitors companies need to invest in a robust digital strategy which also takes seasonal (and special occasions like Father’s Day) consumer search behaviour into account.



Source: Relative total keyword performance on a normalised scale 1 to 100, Google Trends, New Zealand, Nov 2014

Brand search volume



Source: Relative total keyword performance on a normalised scale 1 to 100, Google Trends, New Zealand, Nov 2014

Consumer Research: Ordering gifts online is popular

Question 1: Have you ever ordered a gift online (e.g. for anniversary, birthday, etc.)?



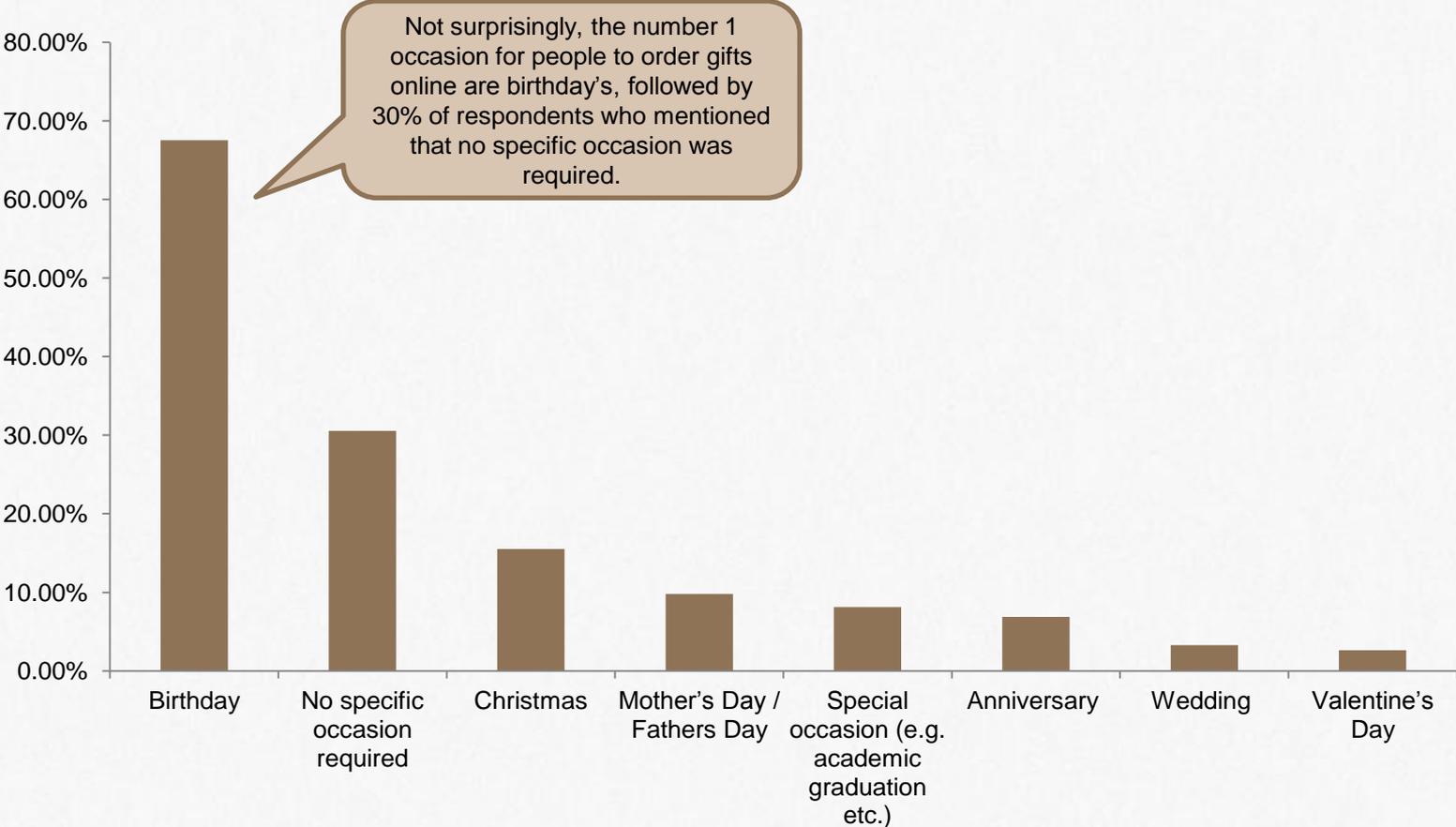
Consumer Research: Price and offers are encouraging

Question 2: What would encourage you to order a gift online?



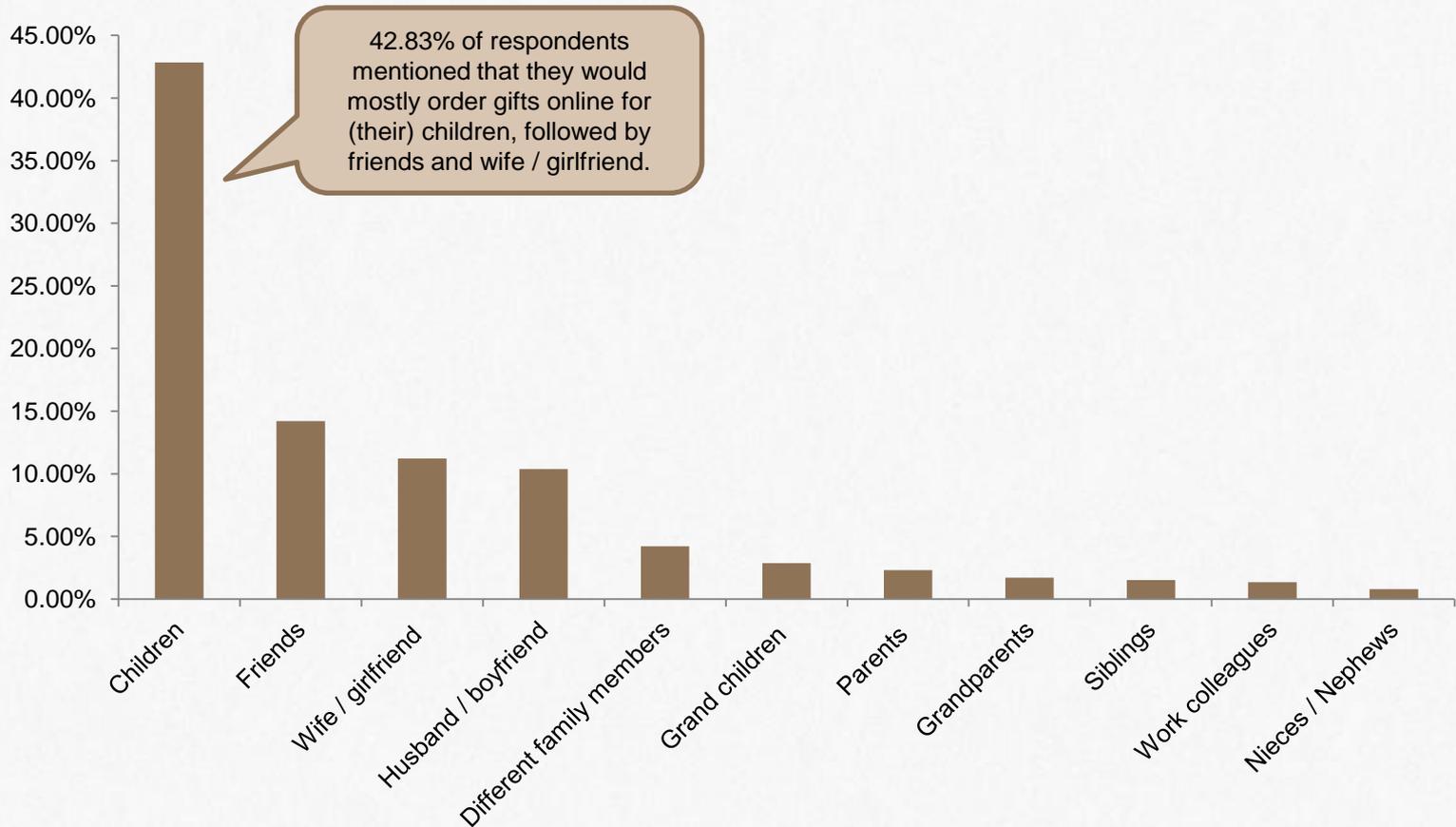
Consumer Research: Nearly 7 out of 10 order gifts for birthday's

Question 3: For which occasion do you order gifts online most frequently?



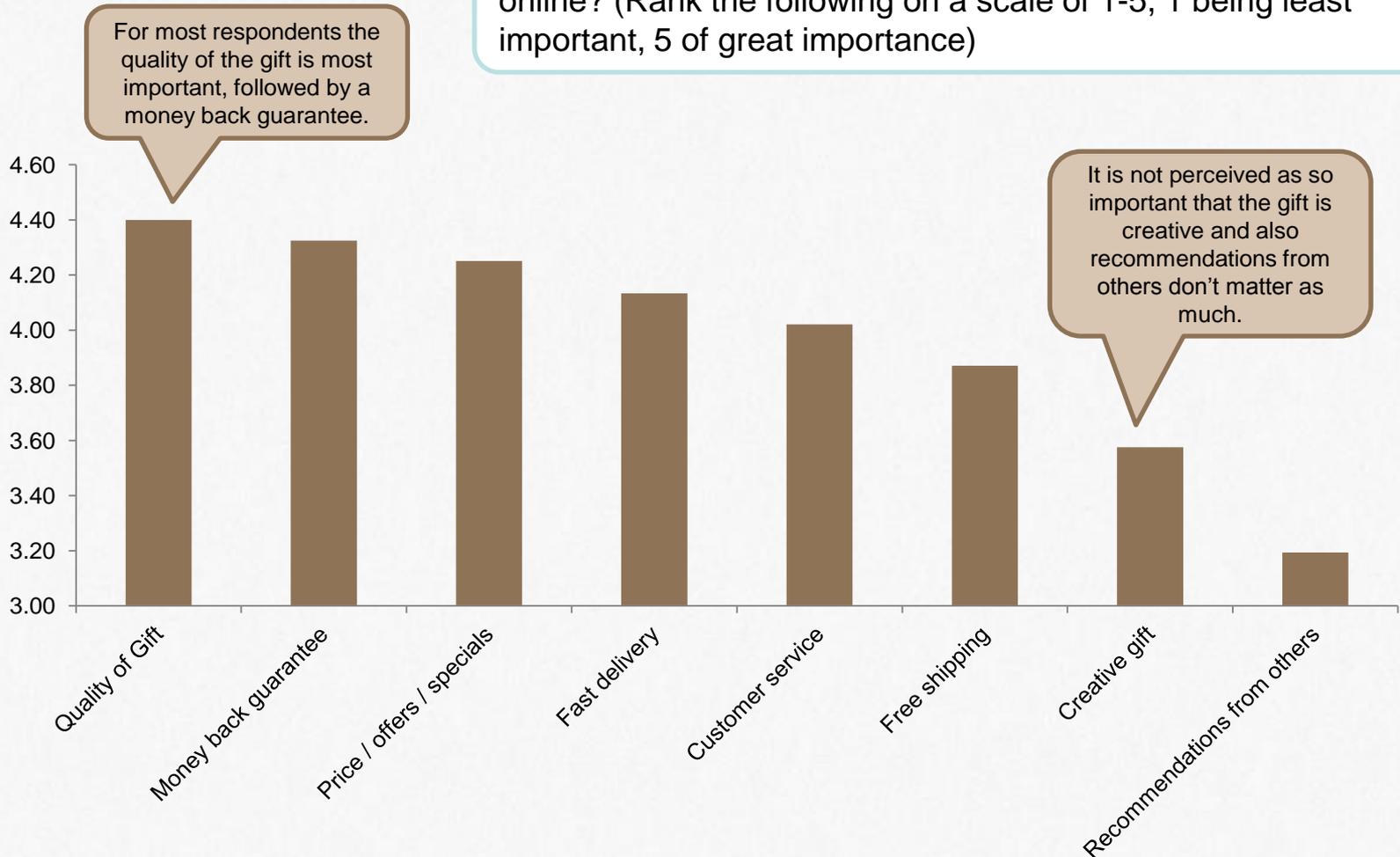
Consumer Research: Gifts for children and friends

Question 4: For whom do you order gifts online mostly?



Consumer Research: "Quality of gift" most important

Question 5: What is most important for you when ordering gifts online? (Rank the following on a scale of 1-5, 1 being least important, 5 of great importance)





Gifts Online

Summary & Observations



- New Zealand owned and operated company “Not Socks” is leading the RBR, closely followed by global player “Gifts”. Gift provider “RedBalloon” on third position with quite a big gap to the second position.
- In general, search results are broadly dispersed among a wide range of competitors. In this competitive market, a few online gift providers have recognized the urgency of ranking well in organic search, nevertheless there are still many companies which are not at all present within organic search.
- We discovered that gift-related search terms show seasonal peaks in December and at the beginning of the year. Therefore, optimising search strategies according to consumers seasonal search behaviour (and special occasions) is a key requirement to sell more.
- In our survey we revealed that nearly 3 out of 4 Kiwis have ordered a gift online already and that gifts would be ordered for birthday’s most frequently. Moreover we discovered that the quality of the gift and money back guarantees played an important factor for most respondents when ordering online.
- **A digital strategy that integrates both organic and paid search should be a key customer acquisition and revenue driver for gift providers.**

About *FIRST.*

Respected digital veterans are the foundation our agency is built upon. Our expertise in digital has been built on over 14 years' experience in digital strategy, analytics, conversion, search marketing and digital campaigns.

FIRST., our award-winning team of internet marketers, has helped over 300 companies across 100 industries achieve digital success. We provide companies with a digital roadmap to success centered around a “digitally led” sales and marketing strategy.

Our services span search (SEO and SEM), email, performance media, conversion optimisation and advanced analytics. Most importantly, our work is underpinned by a focus on delivering the return on investment our clients expect.





Contact us

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https://twitter.com/first_nz

Our Vision

To be highly sought after for making a measurable difference

Our Mission

We're a team focused on transforming businesses and creating market leaders through digital marketing. We innovate, test and optimise to create a competitive advantage to dominate the digital channel. Our data-driven approach will keep things simple and make a measurable difference.

Our Focus

As a Google Certified Analytics Partner (GACP), and Certified Optimizely Partner we focus on smart customer acquisition using search and performance media, maximising conversion using best practice CRO and helping NZ businesses making the best possible decisions based on accurate, actionable web analytics.