



Mission: Identify Ad Spend Demo
Objective: Define Audience
Target: TheBlaxTux.com

THEBLACKTUX.COM

Bounce Rate

33.40% ▼ 6.00%

Daily Pageviews per Visitor

4.70 ▲ 10.00%

Daily Time on Site

4:43 ▼ 3.00%

A bounce rate means in percentage, how many people leave immediately after viewing one-page. The data above reads: TheBlackTux retains 66.6% of its traffic. Visitors on average stay for at least 5 minutes and view 5 pages per visit.



The core group demo of visits is college men, viewing the site from work. Campaign hours from 9am – 5pm Monday through Friday seem appropriate. Male targets indicate an interest in men influencers.

How popular is theblacktux.com?

Alexa Traffic Ranks

How is this site ranked relative to other sites?



Global Rank ?

165,838 ▼ 25,437

Rank in United States ?

32,029

A decrease in traffic ranks may indicate several market actions. Competition, lack of marketing strategy / implementation, shift in management and or etc may give light to loss of 50,000 spots. More research will be required to properly identify.

Similar Websites by Audience Overlap

1. menguin.com
2. nationaltuxedorentals.com
3. generationtux.com
4. mytuxedocatalog.com
5. jimsformalwear.com

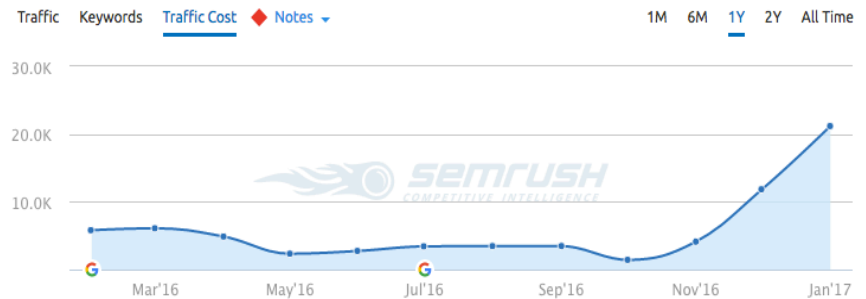
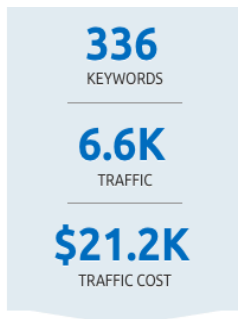
Competitors listed above have been noted to absorb percentages of their market share.

Site	Percent of Unique Visits
1. google.com	47.3%
2. facebook.com	2.8%
3. theknot.com	2.5%
4. linkedin.com	2.0%
5. salesforce.com	2.0%

TheBlackTux marketing concentration is on SEM. Almost half of their traffic comes from Google.

Keyword	Percent of Search Traffic
1. tuxedo rental	8.12%
2. tux	6.53%
3. tux rental	4.71%
4. black tuxedo	4.64%
5. blue tuxedo	4.43%

A proprietary blend 336 keywords have been marked their recipe to generate search traffic. Doubling-down on “tux” alternatives, “tuxedo rental” account for 8% of their leads. A long tail keyword phrase may be the back door to this stream of traffic. Further research: search terms.



Approximately 7 thousand unique visitors are searching for terms indicated on their list of 336 reserved keywords. The monthly bill is estimated at \$21k per month based on the price per click metric in contrast to competition. The chart increase is of spending, each dot is a payment.

KEYWORDS: PAID SEARCH (PARTIAL)

PAID SEARCH POSITIONS 1 - 100 (336) ⓘ

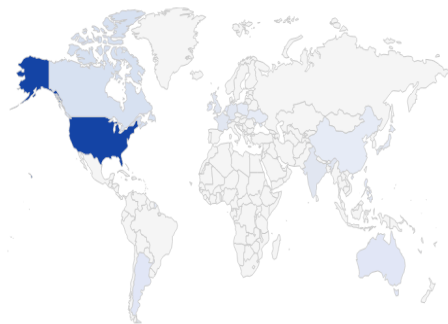
Filter by keyword [Advanced filters](#) ⌵ [Export](#)

<input type="checkbox"/>	Ad	Keyword	Pos.	Block	Volume	CPC (USD)	URL	Traffic %	Costs %	Com.	Results	Trend	SERP	Last Update
<input type="checkbox"/>		tuxedo rental	1 (1)		49,500	4.28	www.theblacktux.com/	35.33	47.01	1.00	6,200,000			16 hr ago
<input type="checkbox"/>		tux rental	1 (1)		12,100	4.06	www.theblacktux.com/	8.62	10.89	1.00	6,080,000			1 day ago
<input type="checkbox"/>		the black tux	1 (1)		8,100	0.58	www.theblacktux.com/	5.77	1.03	0.20	2,610,000			1 day ago
<input type="checkbox"/>		the black tux reviews	1 (1)		8,100	1.56	www.theblacktux.com/	5.77	2.80	0.18	1,530,000			1 day ago
<input type="checkbox"/>		suit rental	1 (1)		6,600	4.81	tuxedo.menswear...Rental	4.70	7.04	1.00	56,600,000			1 day ago
<input type="checkbox"/>		black tie optional	1 (1)		6,600	0.41	www.theblacktux...ck-tie	4.70	0.59	0.03	2,320,000			1 day ago
<input type="checkbox"/>		black tux	1 (1)		6,600	2.54	www.theblacktux.com/	4.70	3.71	0.64	8,660,000			15 hr ago
<input type="checkbox"/>		blacktux	1 (1)		3,600	0.48	www.theblacktux.com/	2.56	0.38	0.18	8,640,000			1 day ago
<input type="checkbox"/>		tux rentals	1 (1)		2,900	4.55	www.theblacktux.com/	2.06	2.92	1.00	5,050,000			1 day ago
<input type="checkbox"/>		black tuxedo	1 (1)		2,900	1.85	www.theblacktux.com/	2.06	1.18	1.00	64,500,000			1 day ago

To keep this simple, here’s a breakdown of the above cost itemized.

TARGETED TERRITORIES

Traffic by countries ⓘ



Geo Distribution (17) ⓘ

Country ⓘ	Traffic share ⓘ
United States of America	88.40%
Canada	4.66%
Germany	1.23%
United Kingdom	0.96%
India	0.94%
France	0.87%
Argentina	0.50%
Australia	0.45%

American customers account for 88.4% of their product distribution. To focus a budget on “tuxedo rentals” to male college alumni that work in the United States between the hours of 9am – 5pm Monday through Friday on Facebook, Google and LinkedIn will generate useful data to tailor a campaign. The word selection and ad copy will determine how far reaching the message will be.

Keyword Analysis

ONE WORD

Keyword	Found in	Repeats	Density	Prominence
suit	T D H1	13	2.26%	65.18%
fit		10	1.74%	47.09%
rentals	T D H1	7	1.22%	72.35%
tuxedo	T D	7	1.22%	66.43%
free	D	6	1.05%	56.71%

TITLE, META & DESCRIPTION

Title: Premium Suit & Tuxedo Rentals, Delivered. | The Black Tux

Meta keywords:
Meta description: Online suit and tuxedo rentals starting at 95 Large selection of colors and styles for weddings, prom, and special events Free shipping both ways

TWO WORDS

Keyword	Found in	Repeats	Density	Prominence
sign up		6	2.09%	16.43%
click here		4	1.39%	25.00%
free home		4	1.39%	59.45%
get started		4	1.39%	79.57%
stay in		3	1.05%	15.16%

Based on the available data, vulnerable areas rest in the multiple keywords 2 - 4

THREE WORDS

Keyword	Found in	Repeats	Density	Prominence
how it works		3	1.57%	61.21%
suit and tuxedo	D	3	1.57%	74.85%
click here to		2	1.05%	47.04%
and type your		2	1.05%	2.26%
here and type		2	1.05%	2.44%
click here and		2	1.05%	2.61%
address sign up		2	1.05%	15.77%
email address sign		2	1.05%	15.94%

Keywords phrases 3 – 4 may be low hanging fruit in this section.

FOUR WORDS

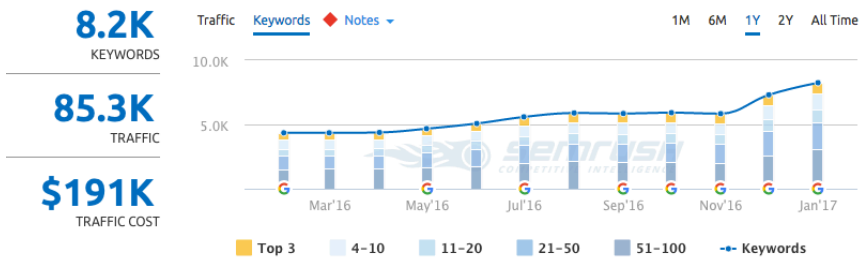
Keyword	Found in	Repeats	Density	Prominence
suit and tuxedo rentals	D	2	1.39%	79.79%
and tuxedo rentals meet		2	1.39%	79.62%
tuxedo rentals meet free		2	1.39%	79.44%
rentals meet free home		2	1.39%	79.27%
meet free home delivery		2	1.39%	79.09%
free home delivery some		2	1.39%	78.92%

Keyword: AD Copy

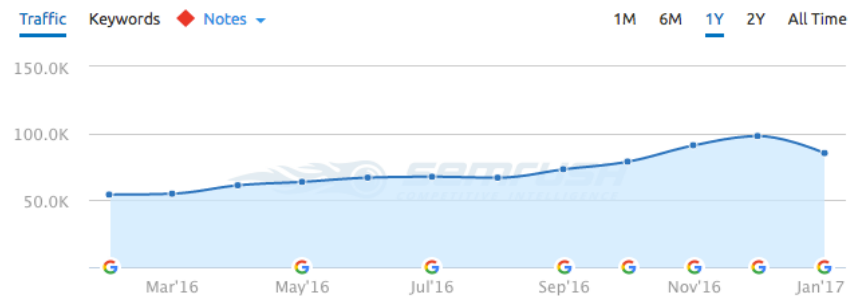
<p>Online Tux Rentals - Experience The New Way To Rent</p> <p>Ad www.theblacktux.com/</p> <p>High-Quality Suit And Tuxedo Rentals Guaranteed To Fit. Free Shipping Both Ways.</p> <p>Keywords: 53</p>	<p>Modern Wedding Suits - Delivered to Your Door</p> <p>Ad www.theblacktux.com/weddings</p> <p>The highest-quality suit rentals delivered to your door, starting at just \$95.</p> <p>Keywords: 28</p>	<p>Online Suit Rentals - Experience The New Way To Rent</p> <p>Ad www.theblacktux.com/</p> <p>High-Quality Suit And Tuxedo Rentals Guaranteed To Fit. Free Shipping Both Ways.</p> <p>Keywords: 27</p>	<p>Modern Fit Tuxedos Online - The Better Way to Rent - theblacktux.com</p> <p>Ad www.theblacktux.com/</p> <p>The highest-quality tuxedos, ordered online and delivered for free to your door.</p> <p>Keywords: 23</p>
<p>Modern Fit Tuxedos Online - The Better Way to Rent</p> <p>Ad www.theblacktux.com/</p> <p>The highest-quality tuxedos, ordered online and delivered for free to your door.</p> <p>Keywords: 11</p>	<p>Groom Wedding Suit Rentals - Modern Suits Guaranteed to Fit</p> <p>Ad www.theblacktux.com/weddings</p> <p>The highest-quality suit rentals delivered to your door, starting at just \$95.</p> <p>Keywords: 10</p>	<p>Rent a Better Wedding Tuxedo - Modern Fit Tuxedos, Delivered</p> <p>Ad www.theblacktux.com/weddings</p> <p>The highest-quality tuxedo rentals delivered to your door, starting at just \$95.</p> <p>Keywords: 10</p>	<p>Wedding Tuxedo Rentals - Renting is Finally Simple</p> <p>Ad www.theblacktux.com/weddings</p> <p>Measure online, try it on 2 weeks before your event, and send it back—for free.</p> <p>Keywords: 8</p>

The above is keyword rich ad copy text TheBlackTux performing best, responsible for current traffic stats. These ads are also indirectly responsible for an increase in organic search as shown below.

Organic Keyword



To keep this simple, paid traffic is the focus due to ability to scale.



A snap shot of the overall traffic exposure of the domain to its search market. Be mindful that this is a raw traffic not targeted visitor, measurements provided is to give a top-level view. To be clear, it takes thousand of hits in traffic to curate leads.

<input type="checkbox"/>	Keyword	Pos. ▾	Volume ▾	KD ▾	CPC (USD) ▾	URL	Traffic % ▾	Costs % ▾	Com. ▾	Results ▾	Trend	SERP	Last Update ▾
<input type="checkbox"/>	tux	1 (1)	14,800	68.69	1.49	theblacktux.com/	8.15	5.43	0.71	26,800,000			12 hr ago
<input type="checkbox"/>	the black tux	1 (1)	8,100	90.90	0.58	theblacktux.com/	7.59	1.97	0.20	2,760,000			12 hr ago
<input type="checkbox"/>	tuxedo rental	2 (2)	49,500	62.50	4.28	theblacktux.com/...rental	7.54	14.43	1.00	6,200,000			16 hr ago
<input type="checkbox"/>	black tux	1 (1)	6,600	86.54	2.54	theblacktux.com/	6.19	7.03	0.64	8,660,000			15 hr ago
<input type="checkbox"/>	tuxedo	6 (5)	90,500	74.31	1.65	theblacktux.com/...rental	5.30	3.91	1.00	62,800,000			1 day ago
<input type="checkbox"/>	the black tux reviews	1 (1)	8,100	84.42	1.56	theblacktux.com/real-weddings	4.46	3.11	0.18	1,810,000			2 hr ago
<input type="checkbox"/>	suit rental	1 (1)	6,600	62.34	4.81	theblacktux.com/...rental	3.63	7.82	1.00	55,200,000			2 hr ago
<input type="checkbox"/>	blacktux	1 (1)	3,600	86.20	0.48	theblacktux.com/	3.37	0.72	0.18	8,960,000			8 hr ago
<input type="checkbox"/>	blue tuxedo	1 (1)	5,400	81.00	1.47	theblacktux.com/...tuxedo	2.97	1.95	1.00	83,000,000			6 hr ago
<input type="checkbox"/>	tux rental	2 (2)	12,100	62.17	4.06	theblacktux.com/...rental	1.84	3.34	1.00	8,030,000			13 hr ago

Above is a similar spreadsheet to a paid campaign. These results are almost identical to paid search terms, which indicates PPC campaigns as seeders to organic search results. The strategy was implemented over a sustained period of time.

In conclusion, based on all the data currently available. A Facebook, LinkedIn & Google campaign focused on men with a bachelor degree located on the main land of the United States that works standard weekday hours seeking a "tuxedo" might generate the best traffic results. A budget of \$5k will be required to complete a 30-day test run which will include 4 unique ad copy runs for A/B testing. The bottom line cost is an ad spends of \$67 per day for each channel to properly gauge further cost of acquisitions.

Prepared by DAVINCI BARCELO of CAA Inc. delivered on February 27, 2017.