DynECom

New Customer Acquisition Strategy Crushes Paid Search Results

Competitive Content Strategy Generates 31x Return

Key Results Snapshot

At a time when many eCommerce sites are aggressively funding paid search campaigns that generate just a 5x to 7x return on ad spend (ROAS), a new competitive content strategy produced sales 30.6 times the investment.

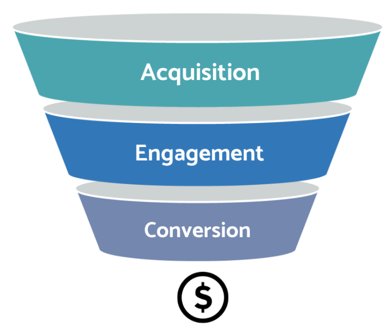
After just 10 weeks, a newly published competitive content test group outperformed a similar control group across all key metrics.

- +31% more Google search impressions
- +8% more organic traffic
- +11% more sales revenue
- +5% higher conversion rate
- +6% longer page engagement
- +9% higher AOV

The Context

Many eCommerce sites are struggling to profitably acquire customers. Advertising costs continue to increase, traditional organic traffic is declining, and the rise of AI search is wreaking havoc on traditional customer acquisition strategies.

A new **Competitive Content** solution that leverages artificial intelligence to deliver a better customer experience and does a better job of attracting, engaging, and converting customers by delivering better product presentations.



DynEcom conducted a controlled test of this strategy with a large medical supply and sanitation product eCommerce site with over 100,000 products and over 20 years of growth. The site had already invested in writing original content for its products, but hypothesized that Competitive Content could make a difference. After selecting a cohort of the site's strongest products, the products were randomly assigned to either a test group that got incremental content updates or a control group that did not.

Competitive Content

The **Competitive-Content-as-a-Service platform** is designed to build and regularly update content to outperform competitors dynamically. Here's how it works:

- **Competitive Content**. The platform looks at competitive sites selling the same product and identifies content gaps and generates a super-set product description.
- **Leveraged Content**. The platform leverages competitor descriptions, customer reviews, and FAQs to write original summaries designed to give customers all the information they need to make a purchase.
- **Dynamic Updates**. The platform monitors competitors for content updates and the clients' analytics to optimize the competitive content over time.
- **Traditional & AI Search**. The platform builds both traditional keyword-optimized content and AI-search-optimized and user-inspired content.
- **Savings**. Priced as little as $0.50 per SKU per month, this is the most cost-effective way to generate incremental sales.

The Results

After the first 10 weeks, the results are clear. The test design compares weekly averages before and after publishing the new content to calculate the net lift.

Test Design

	Before Content	After Content	Incremental Lift
Test	Views, Orders, $	Views, Orders, $	(After / Before) -1 = Lift
Control	Views, Orders, $	Views, Orders, $	(After / Before) -1 = Lift

Net Lift = Test Lift - Control Lift

This approach is designed to control for factors like seasonality, growth and other site-wide trends and isolate the benefit of the content.

While search engines are not typically quick to reward site improvements, maybe the strongest indication of future success is the increase in search impressions. According to Google Search Console, impressions for the test group content grew **31% more** than the control group.

It’s clear that after the first few months, the pages with Competitive Content have enjoyed a significantly higher conversion rate, demonstrating that competitive content helps improve the results across all eCommerce sales channels. The **conversion rate for the test pages rose from 7.1% to 9.6% or a 34.2% improvement**.

The most important eCommerce result, of course, is the ROI for this solution. AI enables the ability to generate Competitive Content for as little as $0.50 per page per month (less than the cost of one paid search click). While the return on content spend (ROCS) was an impressive 31 times the cost, the better measure is not the sales return but the incremental margin dollars generated from Competitive Content.

The site currently operates with an average gross margin of 27% and the test group has generated an ROI of 826% (Incremental margin dollars divided by the cost of content). In other words, for $0.50 per product per month, on average, the site generated $4.13 in incremental gross profit each month. The site fully expects this ROI to improve as its content matures.

About DynEcom
Founded in 2015, DynEcom has exclusively developed content strategies for eCommerce sites. Notable clients have included Amazon, Walmart, Alibaba, CVS, CDW, Lowe’s, and other eCommerce sites.

Contact:
Greg Harris
greg@DynEcom.com
1-650-260-4411

Last Update: 9/23/2025