

A wooden toy airplane is shown from a low angle, resting on a wooden surface. The airplane is made of light-colored wood and has a propeller. In the upper right corner, there is a circular graphic with two concentric white lines. Inside the circle, the word "FIRST." is written in a bold, white, sans-serif font.

FIRST.

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## Searching for Toys Online

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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

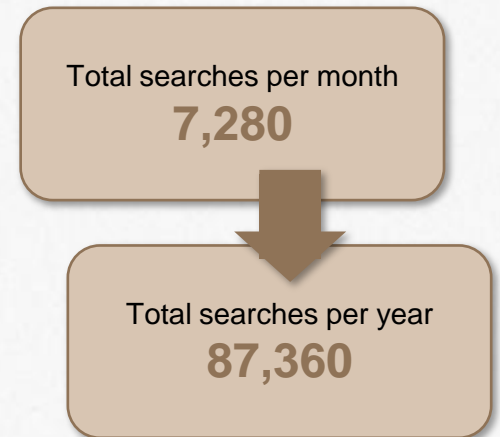
Selected New Zealand toy providers were chosen for Ranking Based Reach (RBR) performance analysis.

Sites	
babycity.co.nz	jumpinjacks.co.nz
babyfactory.co.nz	mightyape.co.nz
babystuff.co.nz	thewarehouse.co.nz
bebabo.co.nz	toyco.co.nz
crackerjacktoys.co.nz	toyplanet.co.nz
farmers.co.nz/toys	toysrus.com
fishpond.co.nz	toyworld.co.nz
funtoy.co.nz	trademe.co.nz
iqtoys.co.nz	

# What are people in NZ searching for?

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

Search Phrase	Searches per month in NZ	Search Phrase	Searches per month in NZ
toys	1000	toys online nz	210
toy	720	toy box	210
teddy bear	720	baby toys	170
wooden toys	590	toy cars	170
toys nz	590	transformers toys	170
baby doll	480	wwe toys	170
wooden toys nz	390	tricycle	170
peppa pig toys	320	toys online	140
little tikes	320	educational toys	110
kids toys	260	soft toys	110
teddy bears	260		





# Google: Search engine results page 1 (NZ)

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

toys

Web Images Videos Maps News More Search tools

About 697,000,000 results (0.25 seconds)

**Ad** **iQ Toys NZ Toy Store - iqtoys.co.nz**  
Visit NZ's largest online toy store today. Giftwrap & delivery NZ-wide

**Images for toys** Report images


More images for toys

**Toys | at Mighty Ape NZ**  
<https://www.mightyape.co.nz/Toys>  
Mighty Ape NZ - Shop online for Toys, LEGO, Board Games and more. Big range in stock now ... Frozen LEGO Nerf Crayola Leapfrog MLP POP Import Toys ...

**Toyworld / Shop for toys in-store or online from LEGO ...**  
[www.toyworld.co.nz/](http://www.toyworld.co.nz/)  
New Zealand's best toy shops and online toys store for LEGO, Leapfrog, Sylvanian Families, Schleich, Fisher Price, SIKU and much more.

**Toys | Baby gear | Trade Me**  
[www.trademe.co.nz/Baby gear](http://www.trademe.co.nz/Baby-gear)  
Baby clothes, cots, prams, seats and more - all your baby needs to keep warm, to sleep or to get out-and-about, buy & sell it here.

**In the news**

 **The 10 Most Dangerous Toys in America**  
Yahoo - 9 hours ago  
A lot of parents have a false sense of security — that once toys get onto shelves, they're OK, ...

**Amazon begins Black Friday deals a week early with offers on games, tech and toys**  
Polygon - 9 hours ago

**Consumer group lists '10 worst toys' for kids**  
Daily Mail - 1 day ago

**More news for toys**

**Toyworld Manukau Supa Centa**  
[www.toyworld.co.nz](http://www.toyworld.co.nz)

21 Cavendish Dr  
Manukau, Auckland

**Map for toys**

**Ad** **NZ's Craziest Toy Sale**  
[www.fishpond.co.nz/Toys](http://www.fishpond.co.nz/Toys)  
Save up to 80% on Toys  
Free Shipping for All Orders

**Toyplanet - 3 Megastores**  
[www.toyplanet.co.nz/](http://www.toyplanet.co.nz/)  
0800 434 241  
Takapuna, MtWellington, MtRoskill.  
Massive selection & fast delivery  
96 Stoddard Road, Mt Roskill

**Z Blokhedz Super Heroes**  
[www.z.co.nz/Blokhedz](http://www.z.co.nz/Blokhedz)  
Spend \$40 To Start Your Collection  
There's 16 Blokhedz DC Super Heroes

**Fun Toy NZ**  
[www.funtoy.co.nz/](http://www.funtoy.co.nz/)  
Quality toys at wholesale prices.  
Wooden toys, Nesting Dolls, Train  
2 Woodbine Avenue, Greenlane  
09-525 0228

**Toys up to 70% off**  
[www.firesales.co.nz/Toys](http://www.firesales.co.nz/Toys)  
Save on Toys.  
Visit FireSales & Compare Prices!

**Plunket Toy Libraries**  
[www.plunket.org.nz/](http://www.plunket.org.nz/)  
Toys available for hire.  
Find a toy library near you.

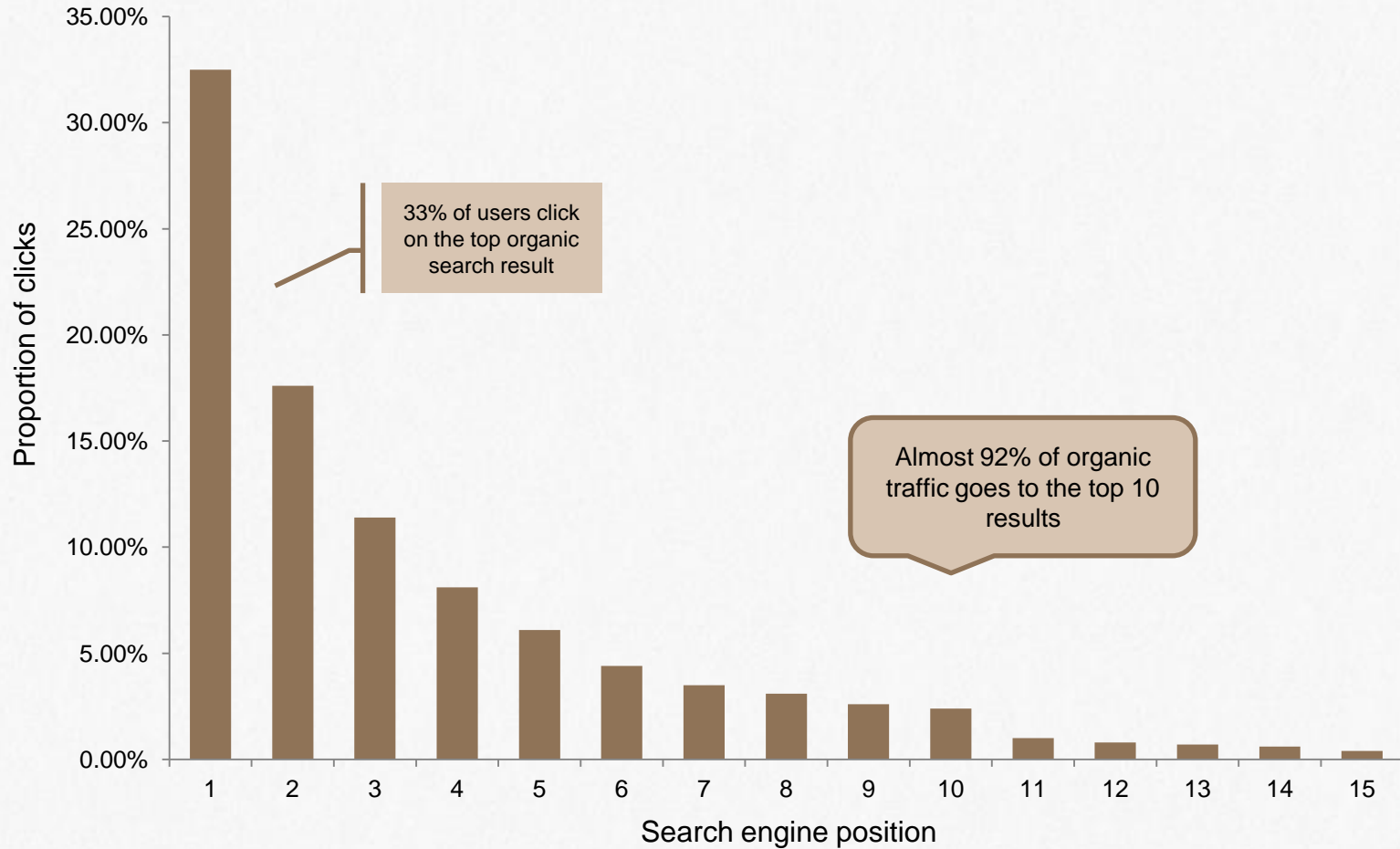
**See your ad here**

iQToys is leading the field in paid search and is there taking a prominent position .

In organic search Mighty Ape and Toyworld such as Trade Me are ranking on the first three positions.

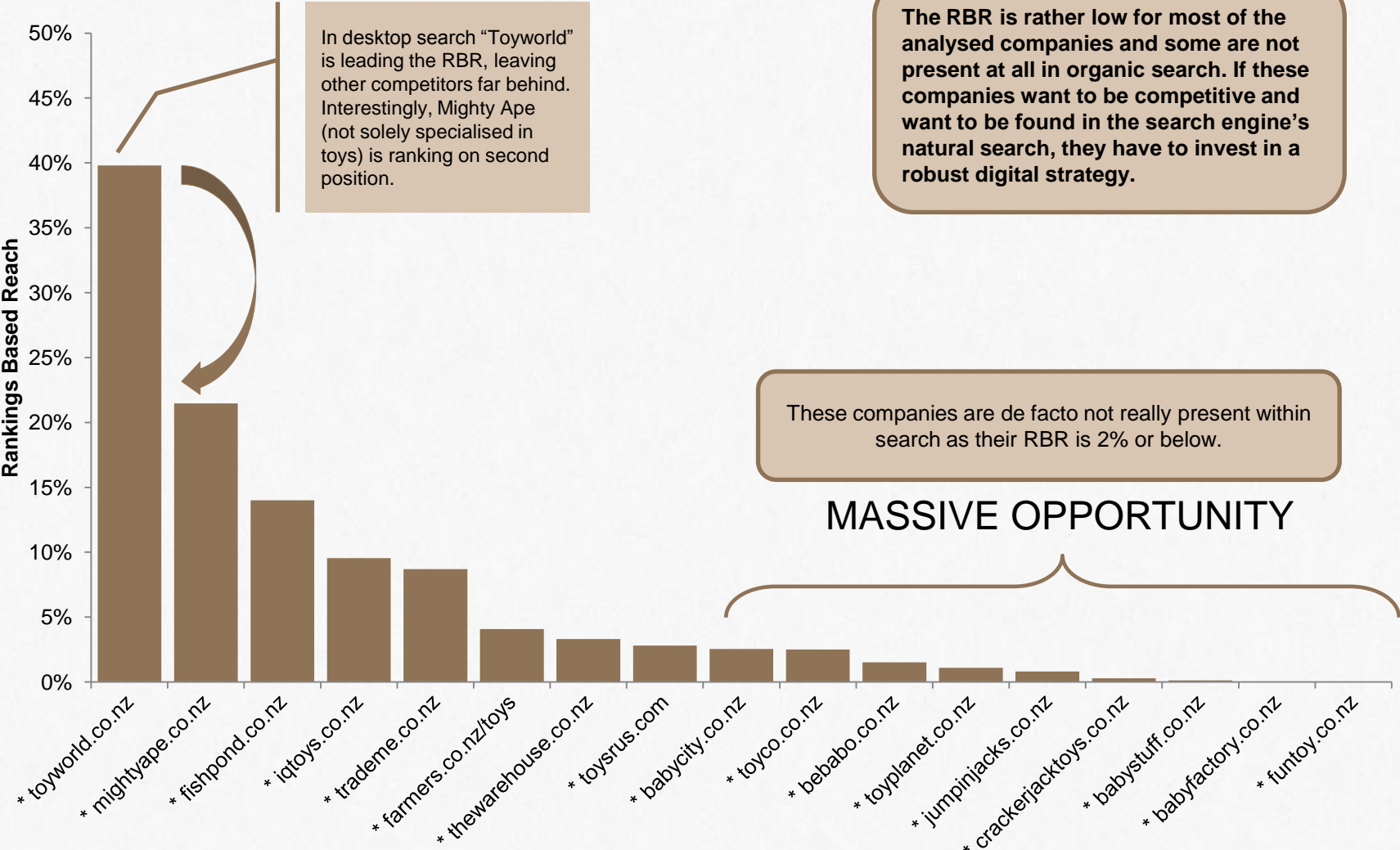
Fishpond is ranking on second position, followed by Toyplanet and on fifth position Funtoy. There are quite a few companies ranking in paid search which is an indication for this being a competitive market.

# The importance of top rankings



Source: Chikita, 2013 (Organic Search)

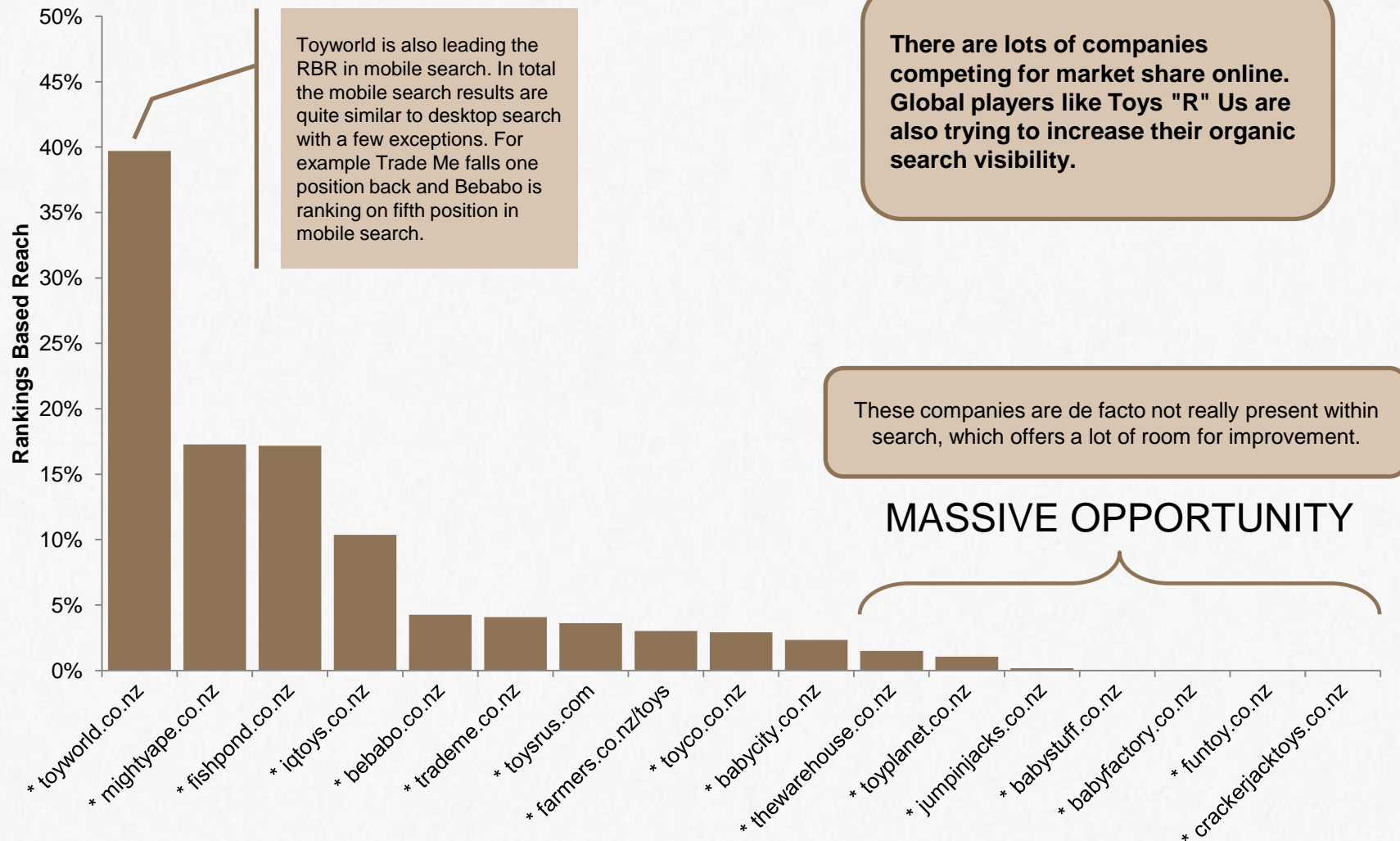
# Rankings Based Reach: Natural Search (New Zealand)



\* 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)



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

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



# “Toys” related search trends

New Zealand ▾ Jan 2008 - Nov 2014 ▾ All categories ▾ Web Search ▾



## Topics

Subscribe



toys nz  
Search term

+ Add term

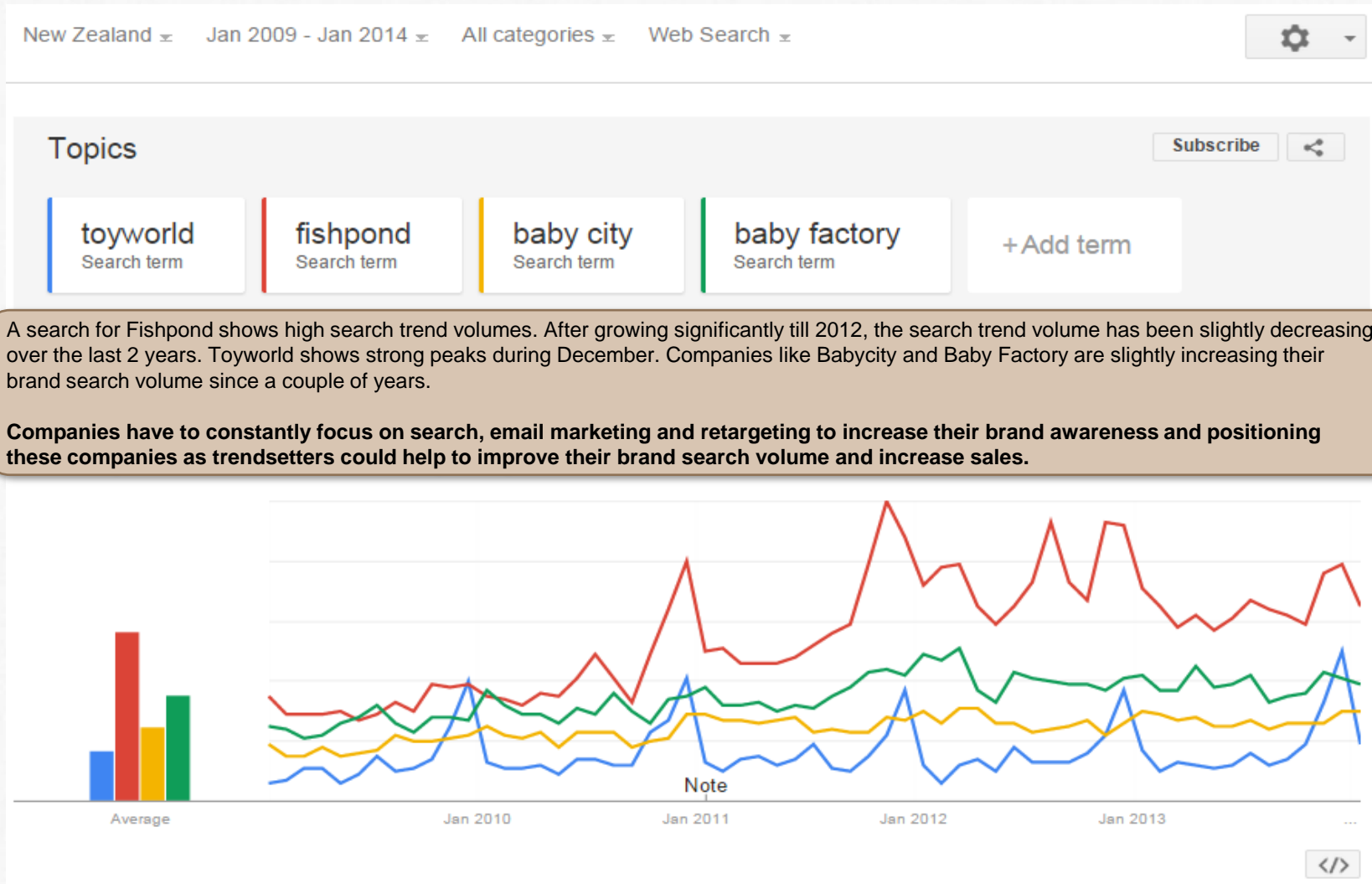
The Google trend search volume for the term “toys nz” has continuously been increasing over the last couple of years and shows peaks in November and December.

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



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

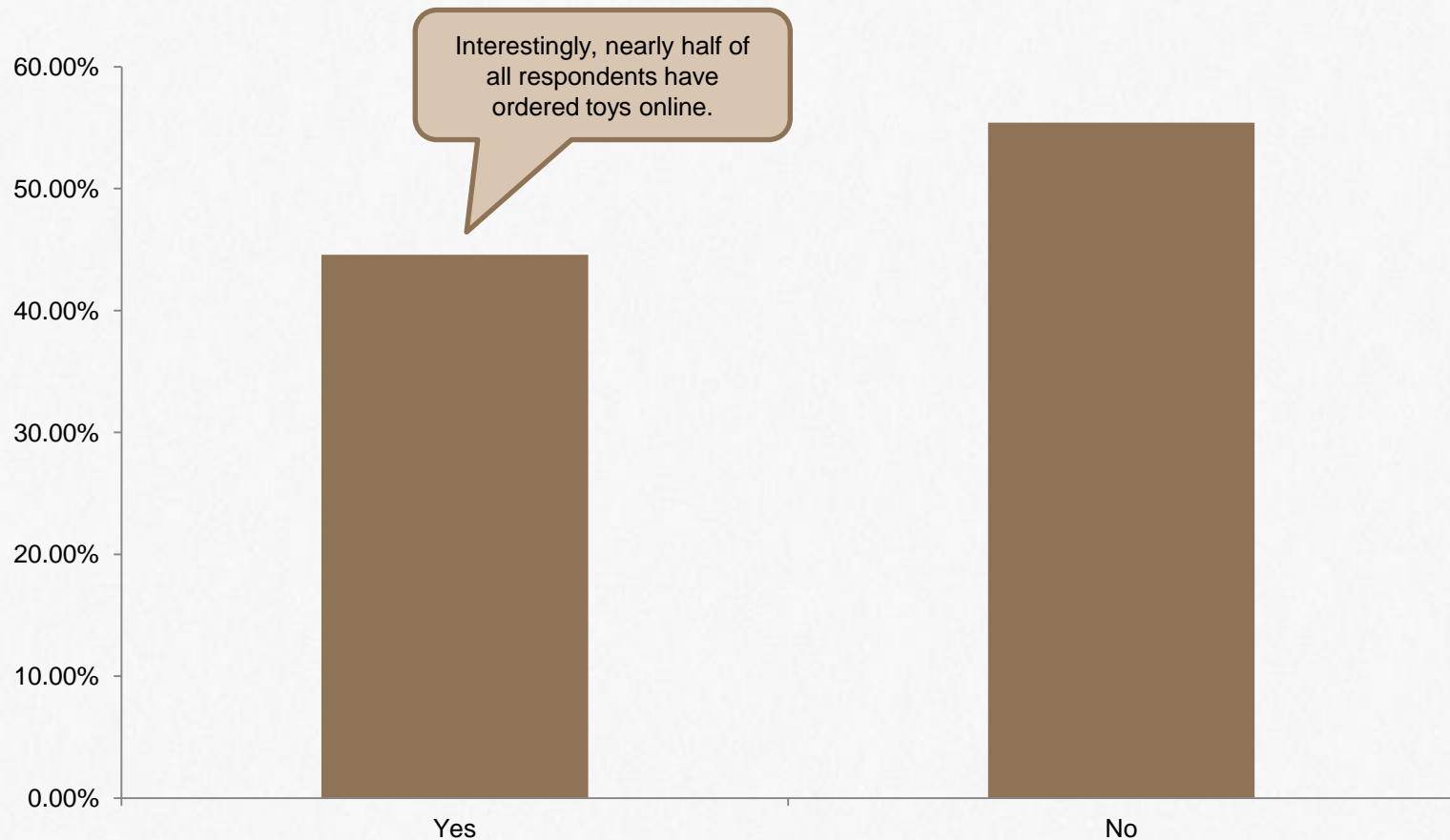
# Brand search volume



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

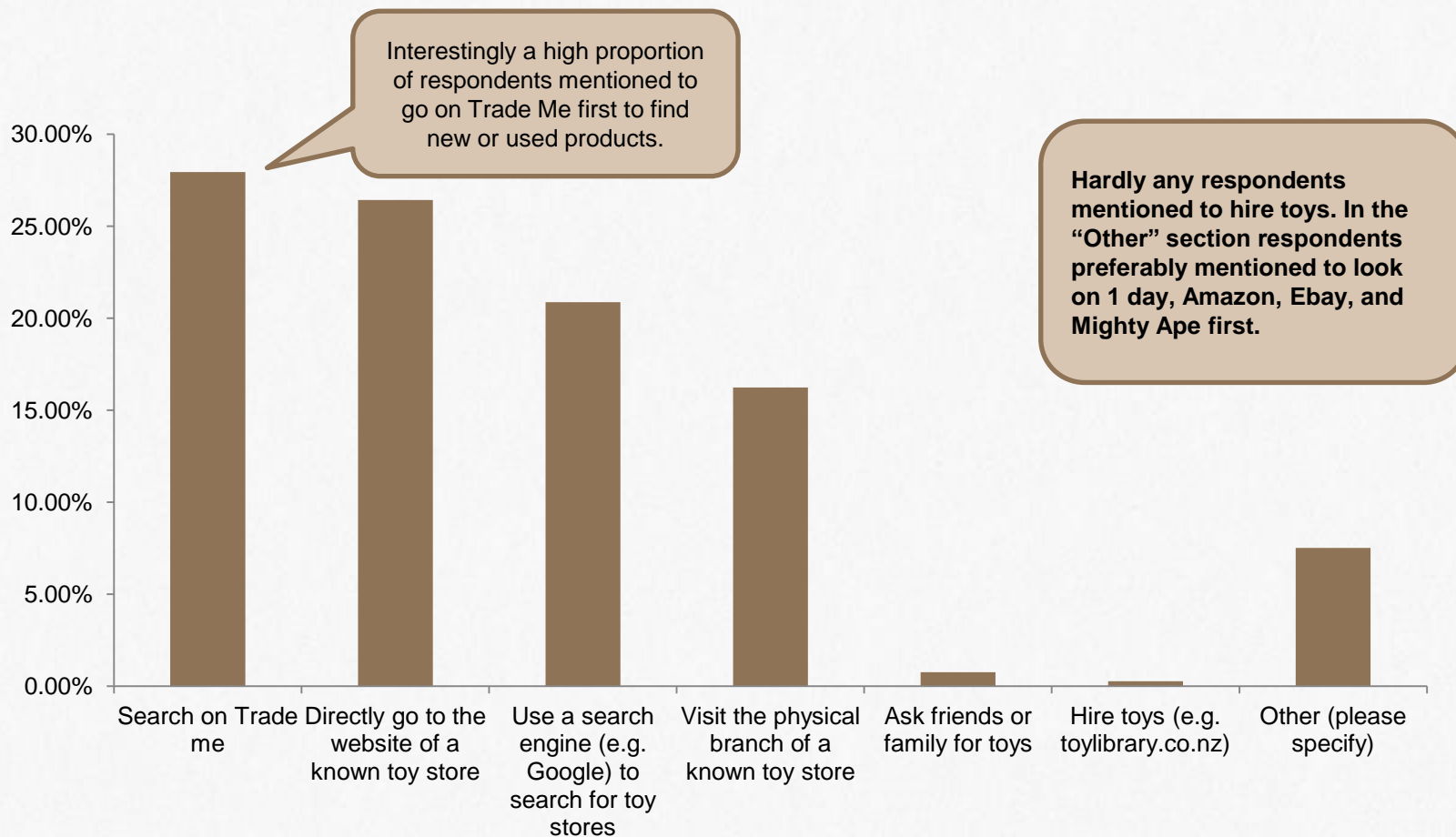
## Consumer Research: 45% ordered toys online

**Question 1:** Have you ever ordered toys online?



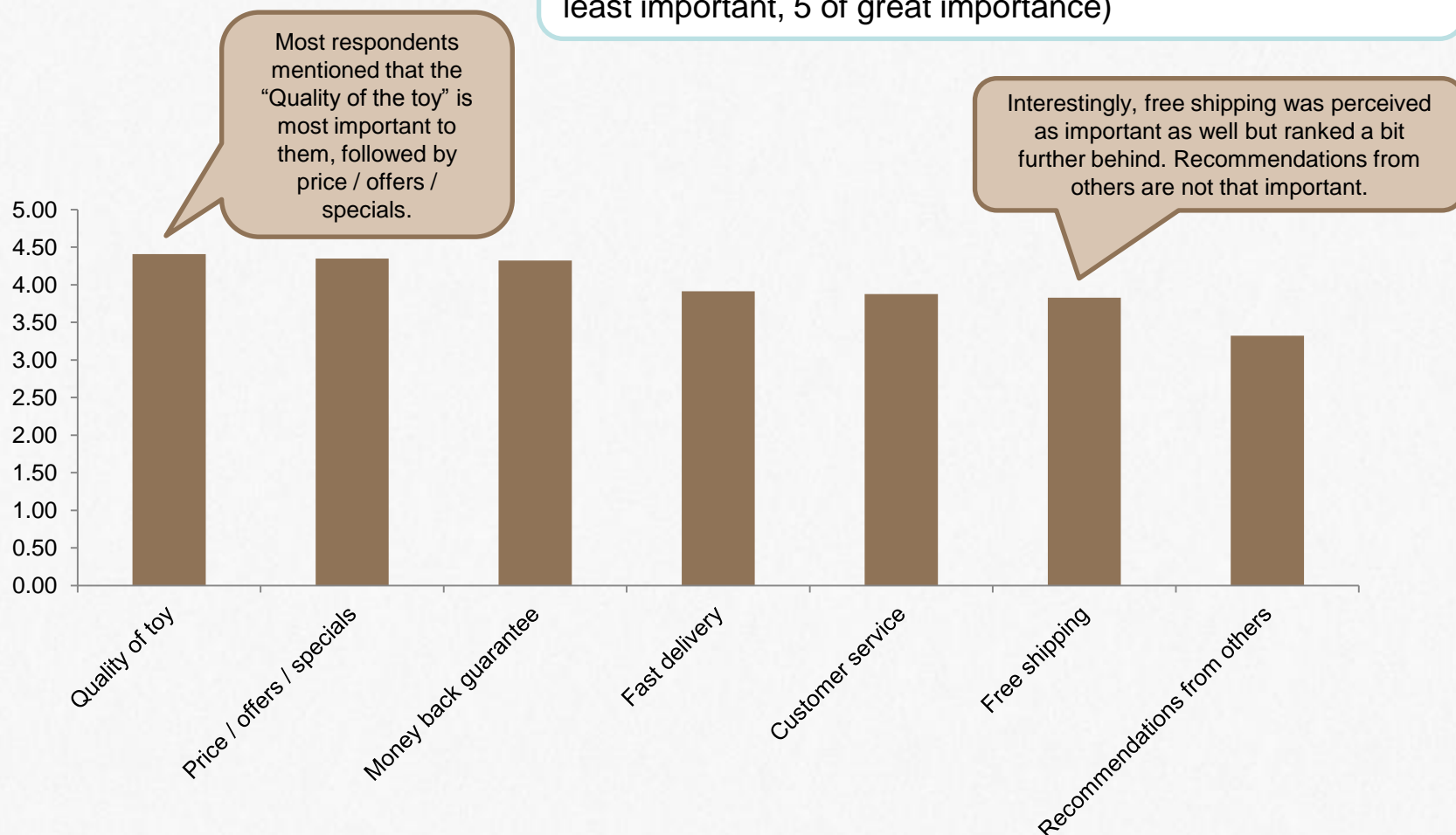
# Consumer Research: Searching on Trade Me

**Question 2:** Typically, where do you go first to find new or used toys?



## Consumer Research: Quality of toy most important

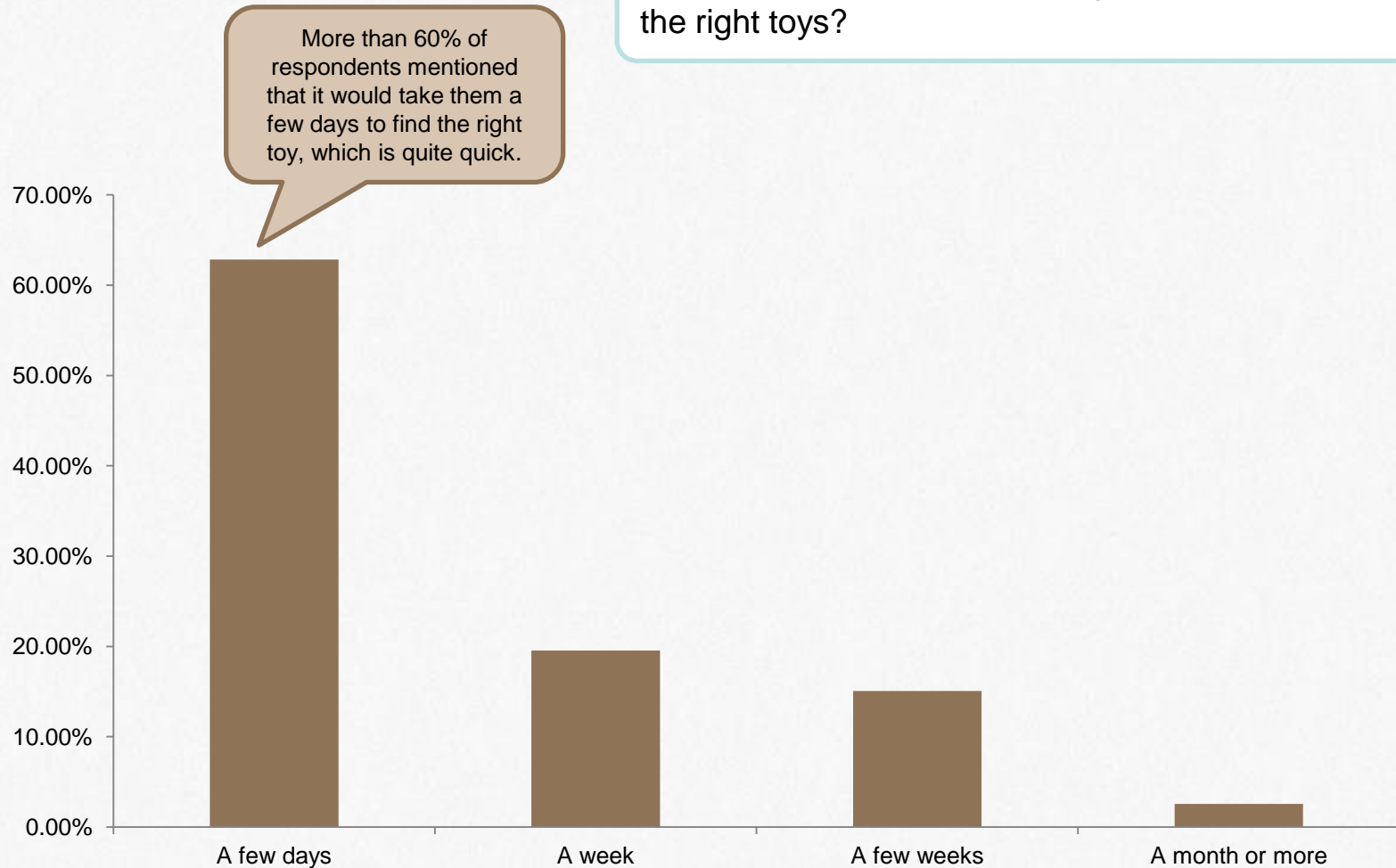
**Question 3:** What is most important for you when ordering toys online? (Rank the following on a scale of 1-5, 1 being least important, 5 of great importance)





## Consumer Research: Time finding the right toys

**Question 4:** Typically, how long do you take to find the right toys?



# Toys Online

## Summary & Observations



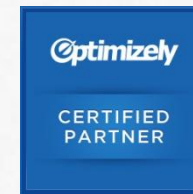
- Toyworld is leading the RBR in organic desktop search, leaving Mighty Ape and Fishpond quite a bit behind. In mobile the picture seems quite similar, with a bigger change at Bebabo which wins six positions in mobile.
- In general, search results are broadly dispersed among a wide range of competitors. In this competitive market, a few toy stores have recognized the urgency of ranking well in organic search, nevertheless there are still many companies which are not at all present within natural search.
- We discovered that toy-related search terms show seasonal peaks in November and December. 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 most people would search on Trade Me first to find toys online, followed by 26% of Kiwis who would directly go to the website of a known toy store. Moreover we discovered that the “Quality of the toy” was considered as the most important factor when ordering toys online.
- **A digital strategy that integrates both organic and paid search should be a key customer acquisition and revenue driver for toy stores.**

## 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.



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### **Our Vision**

*To be highly sought  
after for driving  
business growth.*

### **Our Purpose**

*Our purpose is to help  
businesses acquire  
new customers and  
grow online revenue.  
We constantly learn,  
innovate and optimise  
to drive growth while  
minimising costs.  
Data-driven with no  
bull, we build trust,  
keep things simple  
and show significant  
results.*