



NOWSPEED

**Digital Advertising
Competitive Insight
for Jewelry
Companies**

Introduction

The top jewelry companies have learned how to win in digital advertising. Newspeed has uncovered the secrets to their success as presented in this detailed report.

Newspeed conducted extensive research on the AdWords campaigns of the top jewelry companies in all 50 states in the USA and identified:

- The best keywords used to get traffic and leads
- The maximum you should spend on keywords in your state
- The actual cost/click of Google Ad campaigns
- The most effective ad copy and key messages

This report is a must-read for any jewelry company who is using, or plans to use, Google AdWords to drive new business, and the [associated interactive website](#) provides detailed data for your state.

Read the full report to get started on the path to digital advertising success.

Summary: Digital Advertising Analysis of Top Jewelry Stores

- Top jewelry companies are promoting their brand on Google AdWords.
- Sitelinks are used to promote multiple landing pages in a single ad.
- Product Listing Ads are used to display product images and boost sales.
- Specific sales promotions and free shipping offers are used in ad headlines.
- Landing pages are designed to capture contact information with clear “Shop” calls to action.

Top Keywords in the Jewelry Industry

An effective Google AdWords campaign starts with detailed keyword research. When structuring your campaigns, it is vital to focus on keywords that are highly relevant and searched often. Below you will find the industry keywords that have the highest monthly search volume. By targeting these keywords that are searched the most, you have an opportunity to serve your ads to many users who are actively searching about your industry on Google.

The jewelry keywords with the highest search volume are “engagement rings”, “jewelry”, and “rings”, which are searched between 368,000 and 823,000 times monthly. These specific keywords and variations of these keywords should be included in your AdWords campaign to generate the most traffic & visibility for your ads. Other top keywords include “jewelry stores near me” and “mens wedding bands”. Since users are searching on these terms, it makes sense to structure your ads and landing pages to target their search queries.

It is important to not only bid on these top keywords, but to include them in your Google AdWords ad copy as well. When you include the keywords that you are bidding on in your ad copy, you are more likely to attain a favorable Quality Score. Google’s Quality Score is a ranking system that determines the best ads to show with each search. Ads with a strong Quality Score will be shown more often, in higher positions, and at a lower cost. Including the keywords you bid on in your landing pages, as well as in your ad copy, will also help to increase your Quality Score. By focusing on the top keywords in your industry, and including them in your bidding, ad copy, and landing page strategies, you will have a strong foundation for a successful AdWords campaign.

Top Jewelry Keywords Ranked by Monthly Search Volume

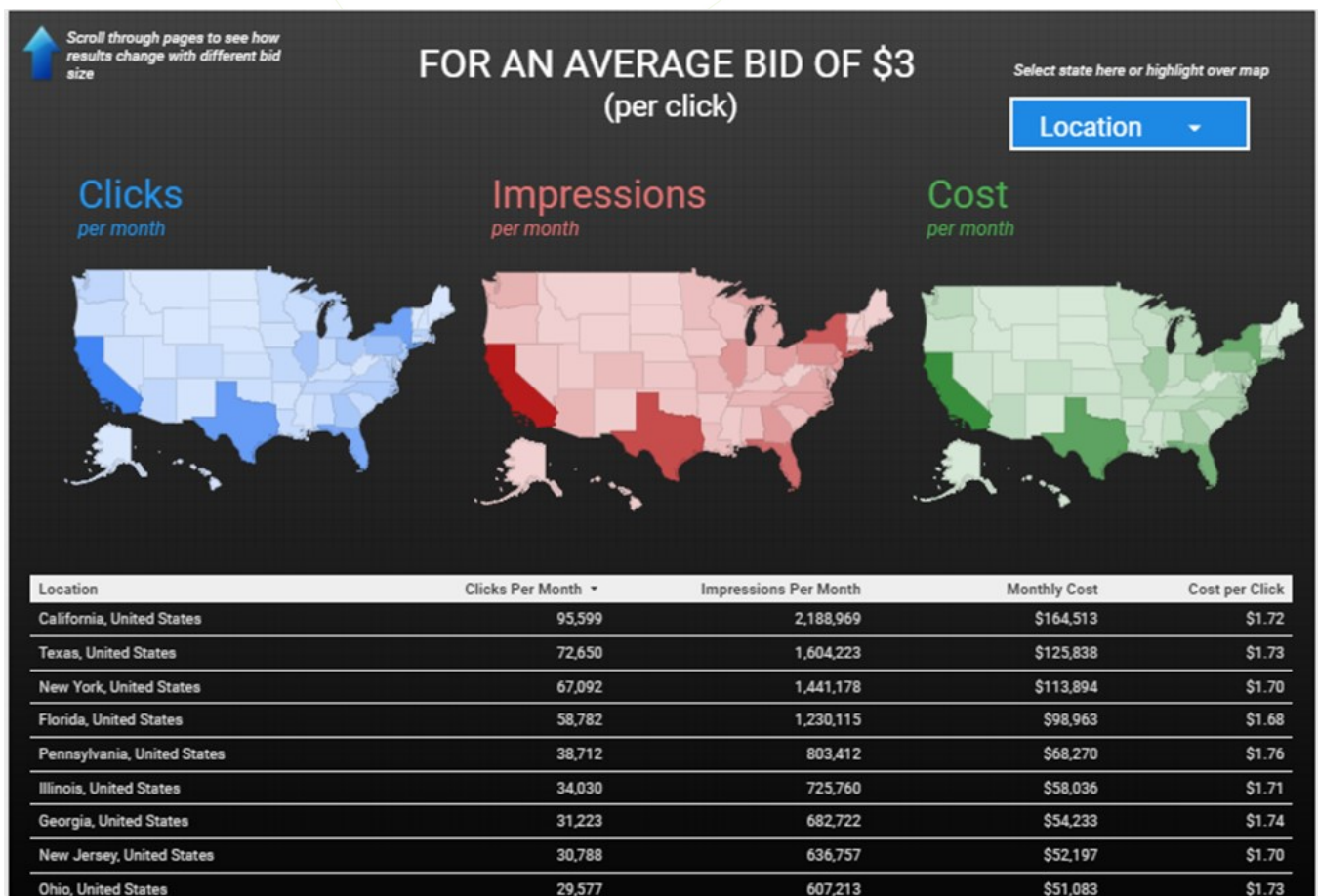
Keyword	Monthly Searches	Keyword	Monthly Searches	Keyword	Monthly Searches
engagement rings	823000	black diamond ring	33100	jewellery	22200
rings	673000	brooch	33100	pearl ring	22200
jewelry	368000	gold necklace	33100	princess cut diamond	22200
diamond	301000	pendant	33100	turquoise jewelry	22200
wedding rings	301000	sapphire rings	33100	wedding band sets	22200
jewelry stores	246000	sterling silver	33100	mens earrings	22200
necklace	135000	white gold	33100	mens jewelry	22200
mens wedding bands	135000	necklaces for women	33100	wedding bands for men	22200
bracelet	110000	rings for women	33100	antique engagement rings	18100
diamond rings	110000	wedding bands for women	33100	costume jewelry	18100
gold chain	110000	anklets	27100	diamond bracelet	18100
jewelry stores near me	110000	black pearl	27100	diamond wedding bands	18100
earrings	90500	diamond stud earrings	27100	gold earrings	18100
rose gold engagement rings	90500	emerald ring	27100	gold hoop earrings	18100
diamond earrings	74000	hoop earrings	27100	gold necklace for men	18100
gemstones	60500	locket	27100	mens gold chains	18100
jewelers	60500	pearl earrings	27100	rings for men	18100
pearl necklace	60500	princess cut diamond rings	27100	wedding rings for men	18100
wedding ring sets	60500	sterling silver rings	27100	bangle bracelets	14800
engagement rings for women	60500	yellow diamond	27100	crystal necklace	14800
vintage engagement rings	60500	men wedding bands	27100	custom jewelry	14800
charm bracelets	49500	mens necklaces	27100	fashion jewelry	14800
diamond necklace	49500	oval engagement rings	27100	gold jewelry	14800
mens rings	49500	bracelets for women	22200	silver chain	14800
mens wedding rings	49500	cross necklace for men	22200	stud earrings	14800
princess cut engagement rings	49500	14k gold chain	22200	tanzanite rings	14800
wedding rings for women	49500	amethyst rings	22200	wedding sets	14800
cushion cut engagement rings	40500	aquamarine rings	22200	gold engagement rings	14800
diamond engagement rings	40500	beaded bracelets	22200	men rings	14800
gold chains for men	40500	gold bracelets	22200	simple engagement rings	14800
mens bracelets	40500	gold ring	22200	solitaire engagement ring	14800
black diamond engagement rings	33100	heart necklace	22200	earrings for women	12100
bangles	33100	jewelers near me	22200	engagement rings for men	12100

Google Budget Estimates: Ad Spend by State

Google's Budget Estimate tool provides data to help you anticipate the costs of your campaigns. You will be able to spend different amounts depending on how much you bid per click on each keyword. The interactive model below will show you the monthly cost of targeting the top industry keywords at different bid levels in each state. A higher keyword bid will cost you more per click, but your ads will show at a higher position on the search results page, providing better visibility. See how much you could be spending on the top keywords in your industry below.

[View the interactive data model here](#)

Use the interactive Data Studio model to project the maximum cost of targeting the top industry keywords in each state.



Digital Advertising Analysis of Top Jewelry Companies

Tiffany & Co.

tiffany.com - Tiffany & Co.® (Official) - Enjoy Complimentary Shipping

 www.tiffany.com/ ▼

Treat Yourself or Your Love to a Blue Box. Complimentary Shipping on All Orders.

📍 1245 Worcester St, Natick - (508) 647-5915 - Open today · 10:00 AM – 8:00 PM ▼

Gifts for Her

Express Your Love with
Unique Jewelry From Tiffany & Co.

Return to Tiffany

Explore the Iconic & Reinvented
Designs of Return to Tiffany®

New Jewelry

Shop the Official Tiffany Site
for Sparkling New Jewelry Designs

Tiffany Victoria

Discover Radiant Diamond Jewelry
From Our Distinguished Collection

Tiffany & Co. is utilizing paid advertising to promote their offer for complimentary shipping. They use the promotion in the ad's title and messaging, which will quickly help capture a user's attention. The title is then linked to the homepage that displays the deal at the top of the page. It is important to ensure the primary headline of your landing page matches the ad the visitors clicked to get there. This landing page does a great job showing the different products that are part of the deal and implementing a clear "shop" CTA button for each product shown. The advertisement also provides sitelink extensions that bring you to other jewelry pages and deals on their site, allowing someone to find just what they are looking for and bring in more qualified leads.

Cartier

Cartier® Official Site

Ad www.cartier.com/ (800) 227-8437

Shop & Explore Iconic Designs from Cartier® at Cartier.us

Free Returns · Free Gift Wrapping · Shop Online · Free Shipping

📍 40 Newbury St, Boston, MA - Open today · 10:00 AM – 6:00 PM

Jewelry Collection

Timeless Elegance for Any Occasion.

Shop the Cartier Jewelry Collection

Find a Boutique Near You

Visit Cartier.us to Locate a

Cartier® Boutique Near You.







Cartier® Engagement

Discover Classic Engagement Rings and Wedding Bands.

Shop Men's Watches

Shop Stylish Watches for Men at Cartier.us

Cartier is using paid advertising to bring people to their official site, as well as to different product pages with the help of sitelink extensions and a shopping campaign. Shopping campaigns are featured on the right side of the search results page and are used to promote online and local inventory, boost traffic to your website or local store, and find better qualified leads. These ads give users a strong sense of the product you're selling before they click the ad, which then gives you more qualified leads.

 <p>Love Bracelet, Sm \$4,050.00 Cartier Official Free shipping</p>	 <p>Trinity De Cartier Ring, Sm \$1,140.00 Cartier Official Free shipping</p>	 <p>Love Bracelet, 10 Diamonds \$14,600.00 Cartier Official Free shipping</p>
 <p>Trinity De Cartier Necklace \$1,440.00 Cartier Official Free shipping</p>	 <p>Love Ring \$1,770.00 Cartier Official Free shipping</p>	 <p>Diamants Legers Necklace Xs \$890.00 Cartier Official Free shipping</p>

Zales

Jewelry At Zales® Online - Free Shipping On Orders \$149+

Ad www.zales.com/Jewelry ▼

Find Impeccable Jewelry. Shop at Zales Online Now!

Engagement Rings · Sapphire Jewelry · Shop Jewelry & Rings · Free Shipping, No Minimum

📍 **Marlborough, MA** - (508) 303-0013 - Open today · 10:00 AM – 9:00 PM ▼

The Ever Us Collection

Meaningful Diamond Styles for Your Best Friend and True Love.

Storewide Savings Event

Save Up to 60% Off Select Styles Online and in Stores.

Dazzling Deals

Save Up to 60% Off These Styles Limited Time, Limited Quantities.

Enchanted By Disney

Your Happily Forever After Begins With a Disney Enchanted Design!

Zales is using a paid search campaign to promote their offer for “Free Shipping on Orders \$149+”, which is featured in the title of their advertisement. This ad also incorporates sitelink extensions that are linked to different product pages and other deals that they are offering. They do a great job titling the sitelinks, i.e “Dazzling Deals” and “Enchanted by Disney”, which will draw attention to users and increase the click-through rate of the ad.

Conclusion

Top Keywords:

- Most searched keywords are “engagement rings”, “rings”, and “jewelry”.
- Bid on these keywords as well as the others listed.
- Include top keywords in your ad copy.
- Include top keywords in your landing page copy.
- Use different keyword match types to capitalize on keyword variations.

Ad Spend by State:

- Bidding \$3.00 on top keywords will yield up to 95,599 clicks with a maximum monthly cost of \$164,513 depending on state.
- Bidding \$5.00 on top keywords will yield up to 99,210 clicks with a maximum monthly cost of \$211,525 depending on state.
- Bidding \$7.00 on top keywords will yield up to 100,440 clicks with a maximum monthly cost of \$235,400 depending on state.
- Bidding \$10.00 on top keywords will yield up to 98,887 clicks with a maximum monthly cost of \$253,293 depending on state.
- Higher keyword bids result in higher average ad position on Google’s search results page, resulting in higher click-through and conversion rates.
- These budgets reflect maximum potential spend. Advertisers can limit their spend to the amount suitable for their budget.

Top Jewelry Companies Reviewed for this Report

Zales

Sterling Jewelers Inc

Fred Meyer Jewelers

Helzberg

Kay Jewelers

Samuels Jewelers

Tiffany

Rogers Enterprises

Ben Bridge Jeweler

Don Roberto

Charm Jewelry Ltd.

Na Hoku

Reeds Jewelers

James Avery Craftsman

Sherwood Management Co

Ben Moss Jewelers

Birks & Mayors

Hannoush Jewelers

Maui Divers of Hawaii

Torneau

Cartier

Movado Group Inc

Harry Ritchi's Jewelers

King's Jewelry

Harris Originals

Shane

Morgan Management

Bulgari Corporation of America

Fink's Jewelers

Goldenwest Diamond Corp

Saslow's

Van Cleef & Arpels

Jensen Jewelers

DeVons Jewelers

Ross-Simons Jewelers

C.R. Jewelers

Pollack Corp

Robbins Brothers

The Jewelers Inc

Shreve, Crump & Low

The Trump Organization

De Beers Diamond Jewelers

Michaels

Harry Winston Inc

Michael Hill Jeweler

Rogers Jewelry Co

Greenberg's Fine Jewelers

Lee Michaels Fine Jewelers

Lux Bond & Green

David Yurman

Banks Jewelers

Cross Jewelers

Jonathan's Fine Jewelry

Karina Mattei Jeweler

Stellar Jewelry

Mednikow



Top Jewelry Companies Reviewed for this Report

R.D Allen Freeport Jewelers

Herkner Jewelers

Adler's Jewelry

Bailey Banks & Biddle

BC Clark Jewelers

Bijoux Terner

Blue Nile

Bravelets

C.D. Peacock

Claire's

DGSE Companies

Jared

Green Lake Jewelry Works

Hearts on Fire

Tommy Hilfiger

Jacob & Co

Kranich's Jewelers

Lokai

New Orleans Silversmiths

Origami Owl

PearlsOnly.com

Pura Vida Bracelets

Rio Grande

Ritani

Sant Blanc