

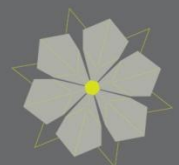
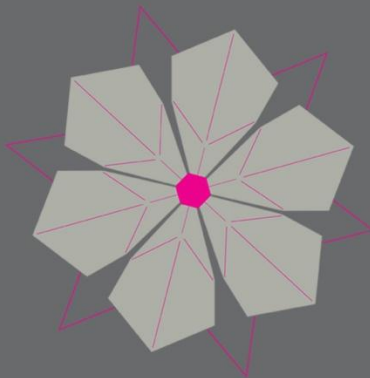
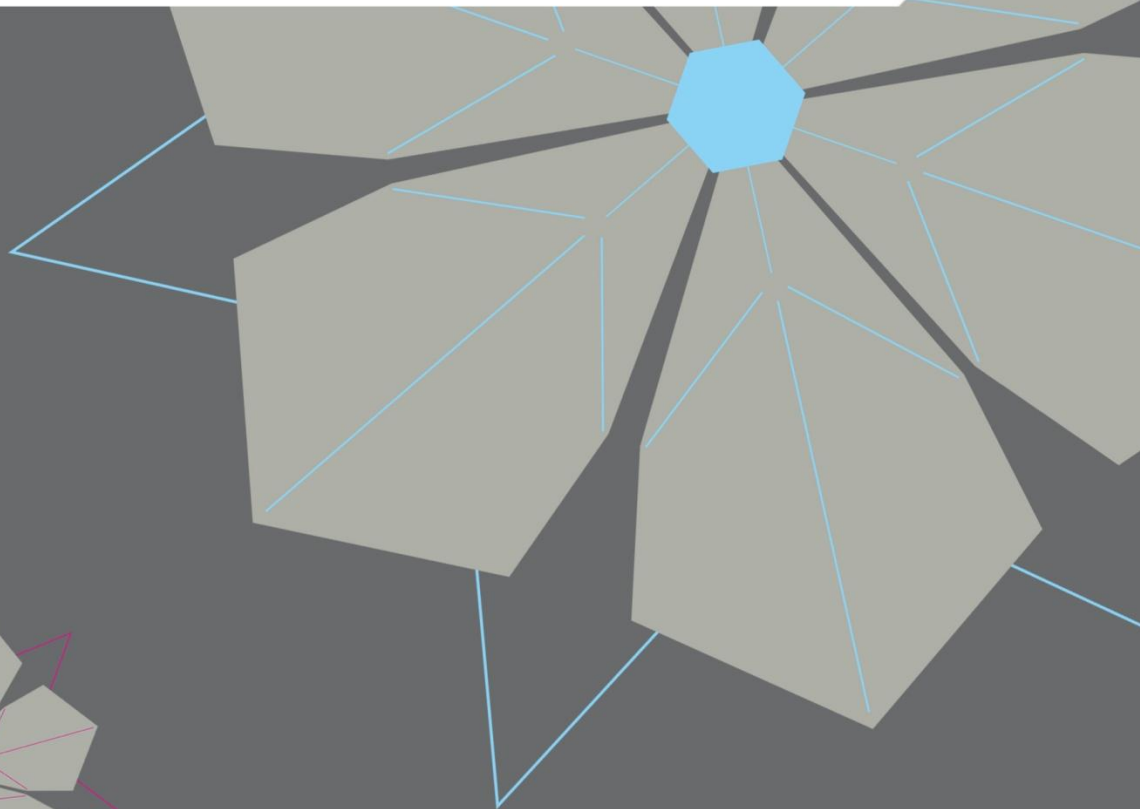


Leapfrog



Client case study

Peter Christian paid search campaign



Southdown House
130a Western Road
Brighton BN1 2LA
East Sussex

01273 322 830
enquiries@leapfrogg.co.uk
www.leapfrogg.co.uk
Registration Number: 4994294

Background

Leapfrog has been working with Peter Christian since the beginning of 2011, when they approached us to manage their paid search strategy that up to that point had been managed in-house.

In handing over the management of the campaign to Leapfrog, the brief was straightforward; improve return on investment (ROI) and give the Peter Christian team confidence to increase media spend. They had limited resources and required educating about the potential untapped opportunities of paid search.

What we did

We began by working with the client to understand their most popular and profitable products, whilst analysing the competitive landscape. We also analysed the performance of existing keywords looking at click through rates, bounce rates, conversion rates and sales figures.

Using this information, we removed poor performing keywords that were shown not to be driving adequate return on investment. Search terms associated with higher value product lines, such as tweed jackets were added, whilst a campaign was created to drive sales for the launch of a new ladies collection.

Paid search adverts need to work just as hard to discourage the 'wrong' type of visitor from clicking as they do in attracting the right one. With this in mind, ad copy was given a creative refresh and in many instance included the price of the product to prevent any wasted clicks from visitors looking for cheaper alternatives.

We also worked with the client to create dedicated landing pages, the most notable a page dedicated to "chino trousers". The newly created page contributed to a 23% increase in revenue after just one month by delivering visitors to a highly targeted page of content relevant to their search.

Alongside this, we integrated our paid search automation and attribution technology, which enabled our team to create an automated bid management strategy according to predefined rules. For example, bids were automatically increased for terms proven to be delivering volume of sales at an agreed margin, whilst reducing bids for terms working in the opposite direction.

The multichannel attribution tool allowed us to track the complete journey taken by Peter Christian customers in researching, considering and purchasing products. This intelligence has enabled our team to attribute sales to the correct channel and optimise those channels accordingly leading to improved return on investment. Recently, we have restructured their account to accommodate additional keyword match types and Remarketing Lists for Search Ads (RLSAs) to target both new and returning visitors. We targeted returning visitors with a unique promotional code, increasing conversion rates online, whilst also allowing us to track offline conversions (telephone orders).

We've also expanded the account with new keywords and match types, upgraded the Product Listing Ads to the new Google Shopping campaign, rolled out to Bing and set up international campaigns.

Results

From January 2014 - July 2014 looking at year on year improvements:

- ❑ Overall Revenue increased 11%
- ❑ Non-Brand Revenue increased 57%
- ❑ Non-Brand ROI increased by 17%
- ❑ Looking at July 2013 to June 2014, paid search was responsible for 39% of online revenue.
- ❑ Revenue generated from paid search outside of the UK increased by 7% year on year.

What's next?

We are continuing to work with Peter Christian on further expansion of the campaign with Dynamic Remarketing and Engagement ads and exploring other opportunities such as Amazon product ads, Twitter advertising, Facebook advertising and Facebook retargeting with AdRoll.

What the client has to say

"Peter Christian has been very pleased with the professional and dedicated work carried out by Leapfrog as our paid search agency, both in terms of the project set-up and the on-going management of our account."

David Boyce, IT Director, Peter Christian