How a Luxury Retailer Grew Online Revenue by 39%

01
About
Our Client

DIGITAL TRANSFORMATION GOALS

Our client has an objective to advance the adoption of digital technology throughout the company significantly.

The marketing team is focused on using digital marketing to grow both online and in-store revenue.

01 **Growing online sales**

02 **Growing in-store sales through digital marketing**

OVERVIEW

Our client is one of the oldest and most well-respected names in fashion, offering exclusive and custom-tailored clothing, sportswear, footwear and accessories for men and women.

Founded in the early twentieth century with the goal of dressing the American consumer in the very finest of men's clothing, our client has since become one of the leading names in menswear.

A Century Old Luxury Retail Chain

Tailor Made Clothing & Tradition

02

The Challenge

Low Purchase Volumes Online

Despite significant investment in advertising, purchase volumes were low and declining.

Low Return On Ad Spend

Due to a lack of proper tracking, it was challenging to understand ROAS per campaign, but overall, revenue was not significantly higher than ad-spend.

Poor Visibility Through Reporting

Sales metrics were inaccurately attributed, and KPIs were not matching across platforms.

Ads were underperforming & results were difficult to track.

Our client was budgeting over half a million dollars a year in digital advertising spend but was having difficulties getting the right visibility into its ads, and channel performance. They were looking for an agency that would help them appropriately attribute revenue and optimize ROAS.

Our client Identified the following main issues:

Online traffic and sales were declining.

Revenue metrics in Google Analytics and eCommerce software (Magento) were not matching.

The bidding strategy resulted in spending most of the budget on cold audiences that were unfamiliar with the brand.

Ads were receiving low engagement, especially visual ads, with only a handful of products getting more than 5 clicks.

03

The Solution

Transition from Adroll to native platform advertising

Platforms like Adroll provide little control over ad placements and audience personalization, which are the two main lever of optimization.

Introduction of varied creatives

We introduced diverse formats (still, video, gif, carousel) and content types (product, model wearing product).

Implementation of funnel-based advertising strategy

We targeted cold audiences with a low budget and engaging content. We created warm audiences based on interactions with the ads.

Implementation of granular attribution reporting

We reconfigured Google Tag Manager and Google Analytics to gain access to accurate, granular data into revenue generation across channels.

Control of placement and audiences

By directly advertising on through Google and Facebook, we were able to access better ad inventory and tailor placement based on results.
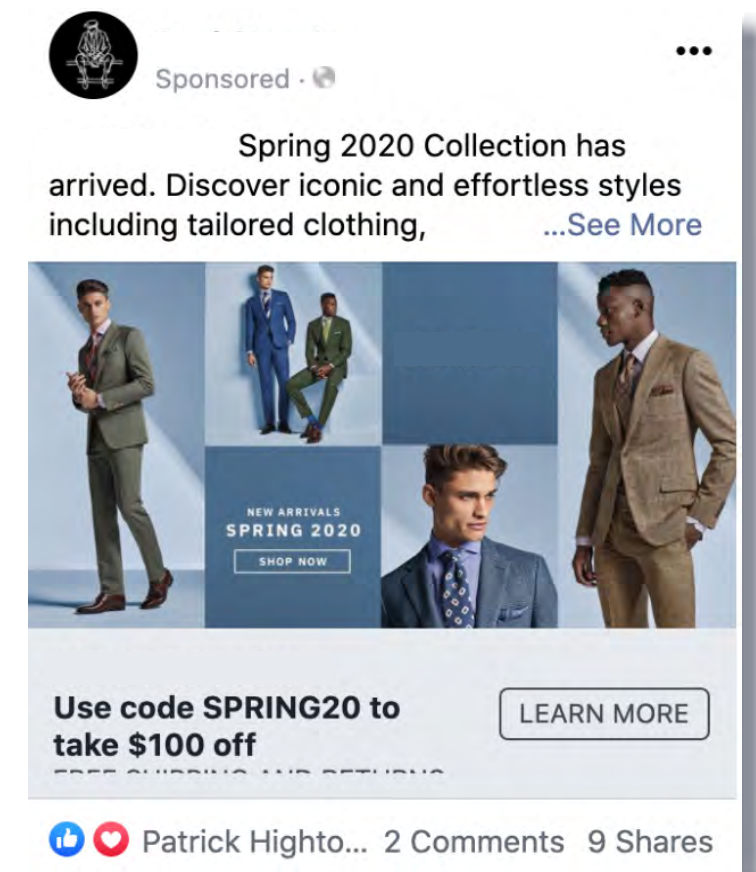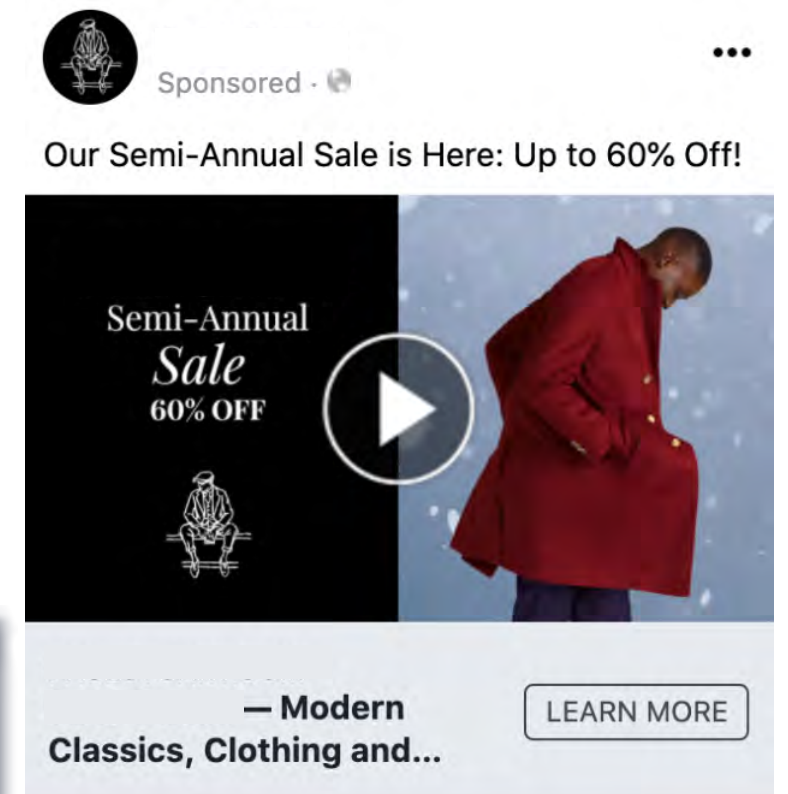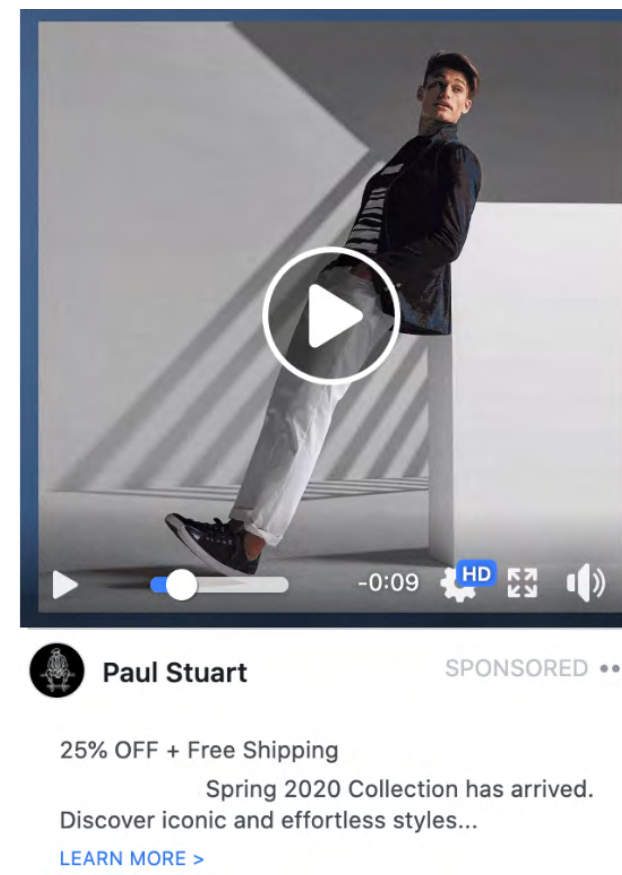
Boost engagement

Showing different content to the same audience over time significantly boosted engagement.

Significant increase in conversions

We focused high bids on people showing high purchase intent (video views, click through, etc.), leading to higher conversions.

Continuous performance improvement

This enables us to work with Our client to continuously optimize ads with certainty that it impacts the bottom line.

04

The Results

37% Increase in **Traffic**

37% Increase in **New Users**

28% Increase in **Average Time On Page**

8% Increase in **Conversions**

23% Increase in **Transactions**

39% ↑ INCREASE IN REVENUE FROM ONLINE SALES

22% ↑ INCREASE IN REVENUE FROM FACEBOOK ADS