PR⬡PEREXPRESSION

How Paul Stuart Grew Online Revenue by 111%

01

About Paul Stuart

OVERVIEW

Paul Stuart 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 1938 with the goal of dressing the American consumer in the very finest of men's clothing, Paul Stuart opened its doors at the corner of 45th and Madison Avenue and has since become one of the leading names in menswear.

A Century Old Luxury Retail Chain

Tailor Made Clothing & Tradition

DIGITAL TRANSFORMATION GOALS

Paul Stuart 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**

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.

Paul Stuart 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.

Paul Stuart 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 Paul Stuart to continuously optimize ads with certainty that it impacts the bottom line.

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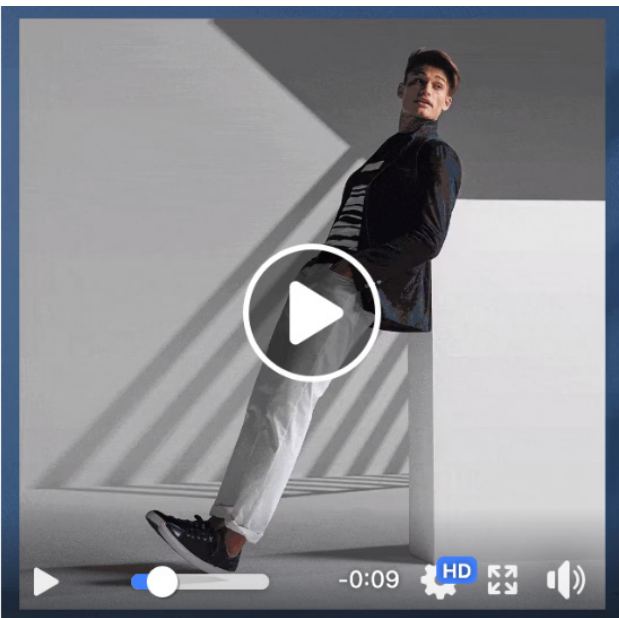
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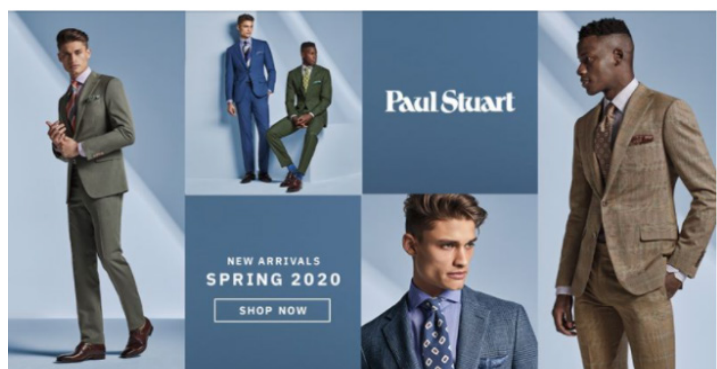Discover iconic and effortless styles...
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04

The Results

111% ↑

INCREASE IN REVENUE FROM ORGANIC TRAFFIC YoY

83% ↑

INCREASE IN TRANSACTIONS FROM ONLINE SALES

14.09M
Total Revenue Since 2019

56%
From
Google Ads

32%
From
Meta

12%
From
Bing, Pinterest,
Reddit & AdRoll