Chums

CASE STUDY
PAID SEARCH (PPC) CASE STUDY

ABOUT THE CLIENT

Chums is a mail order company with 40 years of experience, they provide quality clothing and furnishings at fantastic prices. With their customer base firmly at the heart of their business strategy, they are proud of the fact that some of their first customers are still buying 30 years later.

With wide ranges of men's and women's clothing on offer, and the recent addition of furnishings for the home and garden, Chums are a company that diversify according to the needs and desires of its customer base, often bringing in ranges at the request of their customers.

OBJECTIVES

Our objectives for this client were to drive increasing revenue growth whilst managing ROAS, as well as making sure that with a consumer shift (largely due to government lockdowns) from the high street to eCommerce, that Chums could grow as a business and remain market leaders.

Our workflow aimed to see increased performance in the following areas:

- Clicks
- Impressions
- Click through Rate
- Cost Per Click Reduced
- Conversions
- Revenue
- Average Order Value

HOW WE HELPED

In order to optimise the account, and demonstrate consistent revenue growth, the main focus in late 2019/ 2020 was in implementing smart bidding strategies across all their major campaigns. We deliberately undertook these changes using a staggered approach to allow each new implementation to be driven by data at all times.

In late 2019 we focused on implementing a portfolio target-ROAS bidding strategy for Chums Google non-brand campaigns. The YoY revenue uplift we began to see on non-brand was fairly instantaneous, delivering a 98% increase in Jan 2020 and increasing as the months progressed.

This strategy was quickly followed in Feb 2020 by a move to target-impression share for their Google brand campaign whilst we continued to monitor the data and performance on Google non brand. Due to the nature of Chums mail-order business Brand Paid Search ads play a critical role in their overall marketing mix by supporting this offline activity providing customers with continuous brand visibility.

Chums previous brand ad campaign strategy had yielded a fluctuating top of page rate of 86% - 90%, as well as similar percentages for their Absolute Top rates. These figures were strong, but we felt there was more that could be achieved, and once the target-impression share bidding strategy was implemented the account saw consistent 96% Top of page rate supported by a 95% Absolute Top rate of 95% at all times. With more consumers seeing Chums brand ads their brand ad revenues soared throughout 2020, culminating in their best month ever in Nov 2020 (a YoY increase of 46%).

Finally we implemented a Smart-Shopping target ROAS strategy in early 2020. Chums shopping has become a central pillar of Chums paid search strategy in recent years, and the implementation of Smart Shopping on their account meant performance quickly doubled, and has consistently yielded a 100% plus revenue growth each month of 2020 and into 2021.

OTHER IMPORTANT WORKFLOW

It's important to note that Smart Bidding isn't the only enhancement we've utilised on the success of the Chums account. Click have always implemented an extremely tight account structure that was conducive to improving quality score and increased relevancy between search term, keyword, ad, and landing page as well as high level analysis that facilitated strategic use of budget.

In addition, we also look at attribution modelling to ensure our campaigns are always delivering the most cost effective ROAS for Chums spend across multiple channels.

Our sole focus was always on increasing the profitability, and we constantly tested different ROIs across the smart bidding campaigns, and the resultant revenue to determine which levels maximised profit and ultimately increased market share.

The plan has always been to use an array of campaign types: Search, Dynamic Search Ads and Shopping, as well as exploratory/ high-in-funnel campaigns like Discovery and Showcase ads to bring the most customers to their site. This diversity has meant we have been able to connect with not only their current audience base, but also new and future potential convertors.

Using our own in-house projection tool, ProTRAX, we were able to take projections to the next level and find the most profitable points throughout the year in which to push additional revenue through. This technology allows us to distribute budget across campaigns and channels in the most efficient way. This non-linear model allowed us to expose the true potential throughout the year and pushed growth much further than a rigid, even split, budget would have.
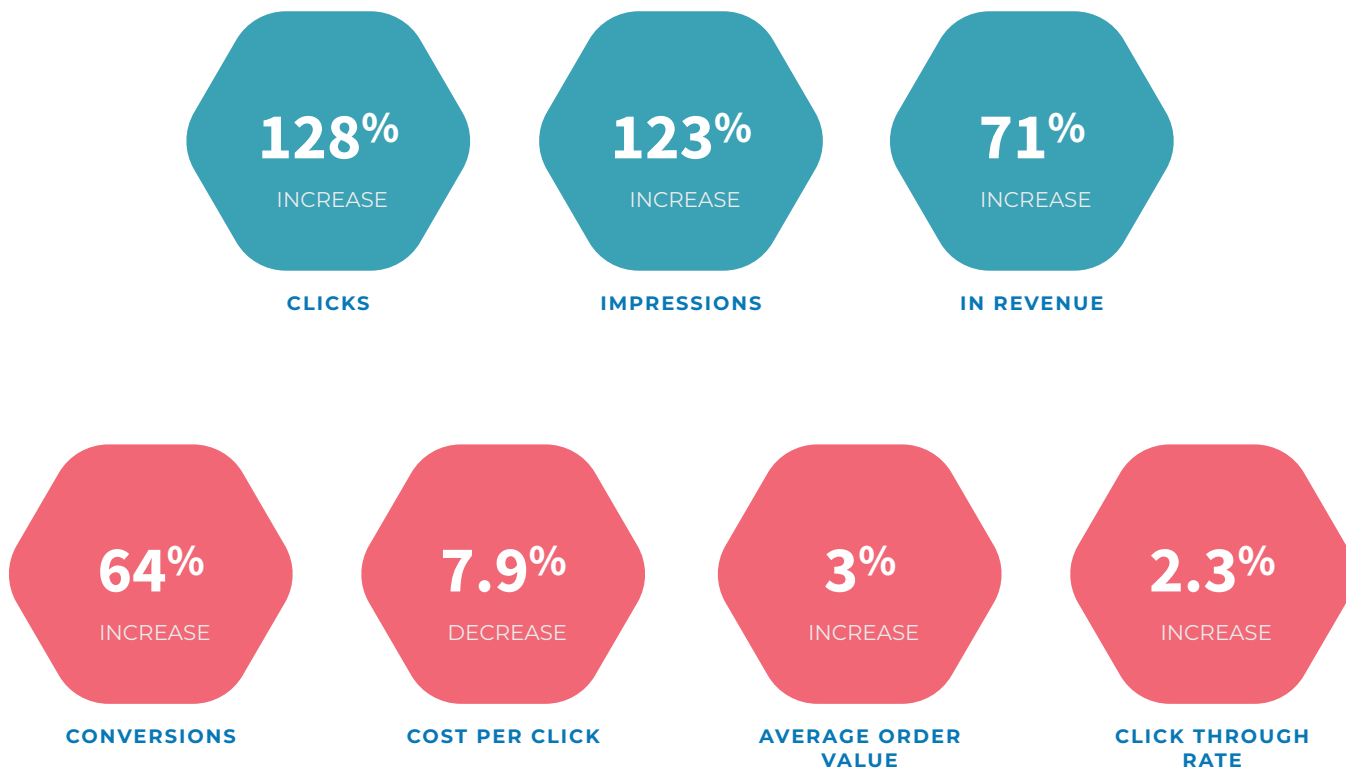
Thorough competitor research allowed us to find opportunities with regards to what and where to target in order to gain market share.

- Dynamic search ads for research only basis
- Shopping segmentation
- Shopping optimisation
- Business data and localisation
- Remarketing lists

RESULTS

The results that were generated by our optimisation of the Chums PPC account, the way we created ads and the smart bidding that we introduced, led to improvements in the following areas:

128% INCREASE
CLICKS

123% INCREASE
IMPRESSIONS

71% INCREASE
IN REVENUE

64% INCREASE
CONVERSIONS

7.9% DECREASE
COST PER CLICK

3% INCREASE
AVERAGE ORDER VALUE

2.3% INCREASE
CLICK THROUGH RATE

These results were some of the best we have produced and, when you consider the impact that businesses faced in 2020, represents a healthy return.

In terms of PPC during the holiday season, and a key trading period (Black Friday/ Cyber Monday) the following results provide proof of concept:

• **Google Brand –** A record revenue month by some degree with a 72% rise

• **Microsoft Advertising –** A record revenue month by some degree with a 56% rise compared to our projected target

• **Google Shopping –** 2nd best performing revenue month ever with a 25% rise compared to our projected target