

Chums

Services



SEO



PPC

Objectives

Our team set the following aims:

- Capture new customers as they continued to move online in the wake of the COVID pandemic.
- Utilise significant opportunities through paid search.
- Reach new customers in a profitable way in an increasingly competitive marketplace.
- Build on the success achieved in 2020.



About Chums

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.

How we helped

Click Consult decided to implement the broad match keywords to tap into more queries and attract incremental traffic to Chums' website. To begin with, smaller campaigns were placed live, and monitored over a 2 week period. The results were an immediate success, with an increase in conversions at strong ROAS. Following the initial success, Chums implemented broad match campaigns on their core campaigns and again, the results generated immediate results.



Results



62%

Increase in new customer revenue



47%

Increase in new customer transactions YoY



9%

Increase in average order value