

## Integrated Online Marketing Case Study: Multi-Channel Clothing Retailer

### Background

The client is a nation-wide clothing retailer with over 1,200 retail locations and \$2B in annual sales. Prior to its partnership with The Search Agency, the client was working with an enterprise-level search marketing agency to manage its paid search and display campaigns. The client promotes multiple marketing promotions per season and requires a partner with experience in integrating campaign messaging across multiple channels and within their evergreen, performance-based marketing channels.

### Challenge

The client was investing across multiple channels but was dissatisfied with the results and integration with their business objectives. The client needed an agency to develop a comprehensive digital plan that promoted multiple marketing campaigns per season, with varying marketing objectives. The client required an agency partner that could develop a cohesive multi-channel strategy to increase both in-store and online revenues as well as the brand reach and ad awareness of marketing promotions.

### Solution

The client engaged with The Search Agency to develop a 360-degree digital strategy that factored in the marketing goals and objectives as well as developed integrated solutions across channels. Components of the strategy included:

- **ROI Driven Marketing Campaigns** – The Search Agency structured an ‘evergreen’ performance based marketing program utilizing paid search and retargeting through display media to drive incremental orders at target ROI goals. These evergreen campaigns utilized budget that yielded high ROI as justification for the growing budget allocation.
  - **Audience-Centric Performance Marketing** – The Search Agency developed an evergreen campaign strategy for targeting key in-market audiences with intent to purchase and executed an optimization plan to grow online revenue across multiple channels.
    - **Paid Search** - The Search Agency leveraged its proprietary technology AdMax™ and best practices in paid search marketing to ramp up online sales.
    - **Display Media** – The Search Agency set up, launched, and optimized a performance-based display campaign.
    - **Search Engine Optimization** – The Search Agency utilized their proprietary SEO tools to improve indexing of the site by search engines, introduced targeted content for specific keyword intent buckets, and optimized social media content to improve ranking and traffic across the web property.
  - **Offline Conversion Attribution Model** – The Search Agency established a measurement methodology to attribute and optimize online traffic for offline conversions. Together with the client, The Search Agency was able to implement an optimization plan into the paid search bid platform that can attribute online actions that result in offline conversions.
- **Promotional & Seasonal Campaigns** – The Search Agency structured promotional campaigns and supporting media plans to drive reach, awareness, and sales growth from targeted, in-market audiences.
  - **Audience Centric Influencer Marketing** – The Search Agency developed a campaign strategy that targeted key audiences and established a measurement methodology to determine the impact of the campaign.
    - **Display Media & Online Video** – The Search Agency employed a strategy to optimize frequency of messaging to the target audience.

- **Search Engine Optimization** – The Search Agency reviewed and provided recommendations for site content and online videos to increase the relevance of content by search engine spiders.
- **Paid Search** – The Search Agency incorporated a keyword governance policy that outlined the utilization of keyword targets for promotional messaging and aligned promotional content with brand and campaign guidelines.
- **Creative Solutions (Social and Local Integration)** – The Search Agency developed a creative strategy that showcased the depth and breadth of the clothing line using an interactive catalog, as well as integrated local store locations and live social media connections using Rich Media creative.
- **Offline Conversion Attribution Model** – The Search Agency applied on-site behavior data and incorporated in-store conversion data to attribute incremental in-store revenue.

## Results

Within the first 6 months of implementation, the client experienced numerous wins across their business:

- **Paid search:** The Search Agency increased online order revenue by 117% while decreasing cost per order by 47%.
- **Display Media:** The new performance-based campaigns generated over 3,100 orders online in the first three months after launch. Structured promotional plans increased ad awareness by over 25% and brand favorability by over 11%.
- **Social and Local Integration:** Creative executions generated a more than 2 times greater engagement rate than industry and category benchmarks. Additionally, creative click through rates were nearly 2 times greater than industry click through rates for the same ad unit.
- **Online-to-Offline Attribution:** Online video ad executions with an integrated overlay that queries store location data generated a 135% return on ad spend in offline sales.