



DIGITAL
A Harte Hanks Company

MVMT Watches

RLSA and Coordinated Channel Expansion for 75%
Year-over-Year ROAS Growth at Scale

CLIENT

[MVMT](#), a direct-to-consumer fashion accessory eComm company selling minimalist watches.

CHALLENGE

Improve on our previous year's record-breaking purchase volume while maintaining efficiency during the high-stakes Q4 holiday season.

SOLUTION

We used a combination of search audience segmentation (RLSA), coordinated ad messaging and formats, and comprehensive channel exposure.

SEARCH AUDIENCE SEGMENTATION

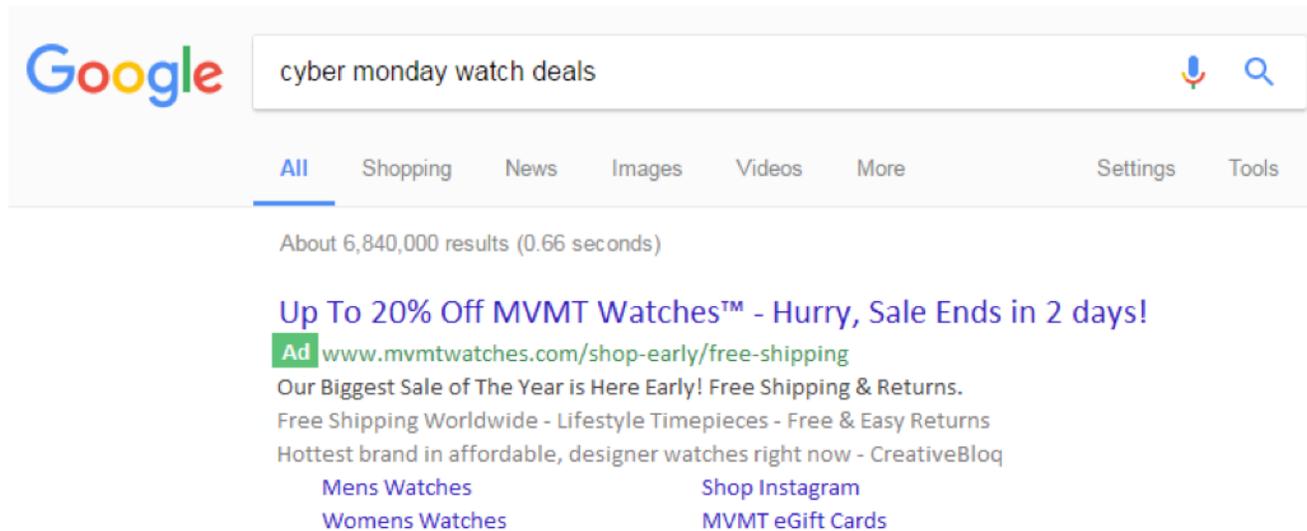
We used two main RLSA strategies to capture a very broad set of search intent while ensuring that our brand name was still fresh in the minds of shoppers:

Strategy 1: Using RLSA lists targeting users who had visited the site over the past 90 days (segmented by 7-day increments), we targeted the broad match keyword +watch, which allowed us to aggressively bid on highly competitive search intent with the confidence that the user was familiar with our brand and product offerings.

Strategy 2: Using RLSA lists targeting users who were shopping on our site over the most recent period (past 3 days and past 7 days), we bid on very broad holiday-specific keywords like +black Friday deals, +cyber Monday discounts, and +gift ideas. This wide net would have been prohibitively expensive without the use of segmented audiences. The traffic gained from this strategy also filled our highly targeted remarketing funnel.

AD MESSAGING AND FORMATS

Throughout our different marketing channels, we took advantage of price ~~strikeout~~ formats for display and shopping ads, which helped highlight the sale incentives for consumers. With search ads, we used the {countdown} feature to heighten the sense of urgency during our peak sale events.



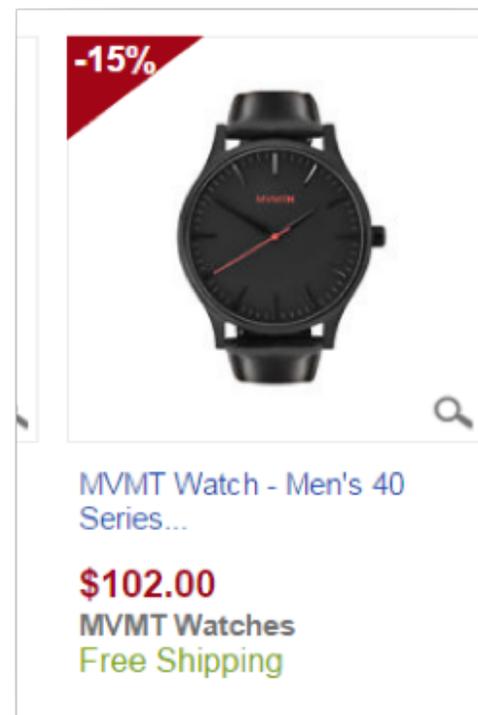
COMPREHENSIVE CHANNEL EXPOSURE

With the understanding that the modern consumer has marketing touchpoints across devices and channels and each instance plays a different role in the purchasing decision, we deployed consistent messaging across multiple marketing platforms including: Google, Google Shopping, GDN, YouTube, Bing, Bing Shopping, Twitter, Yahoo Native, Criteo, Chango, Owner IQ, Quantcast, Yahoo Display, and TheTradeDesk. We also took advantage of a number of CSEs (comparison shopping engines) like NexTag, Connexity, and Ebay.

In order to promote our sales and to take advantage of the holiday shopping season, we took CSE optimizations to the next level. In doing so, YoY we were able to garner 456% more orders, which grew overall revenue 571%.

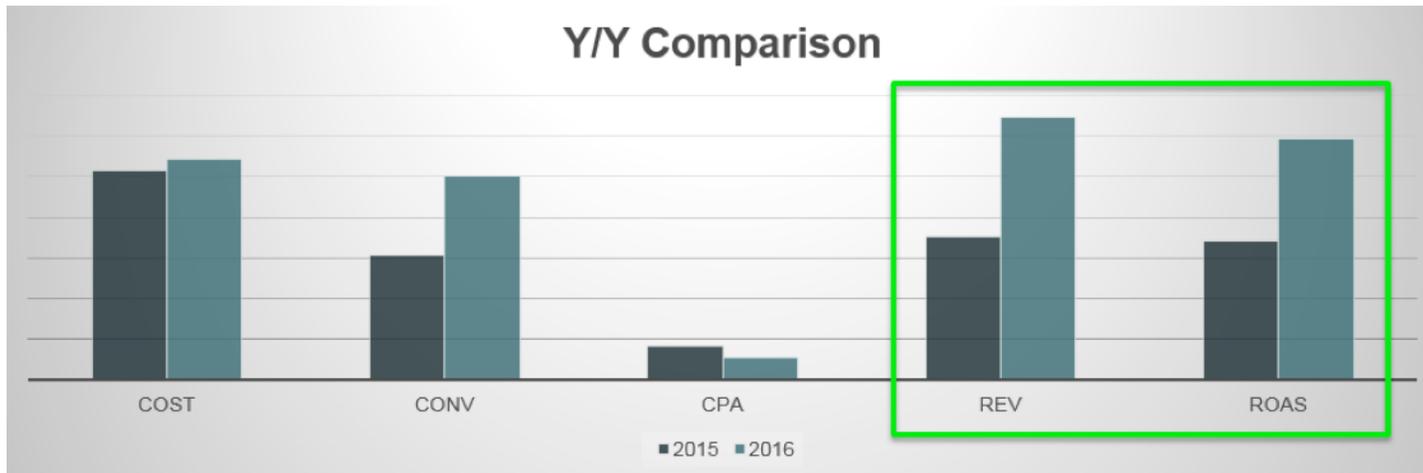
With each CSE comes a variety of different specifications, product feeds, and pricing structures. While updating our shopping feeds across each CSEs, we primarily focused on advertising a discounted price. One tactic that remained consistent across each UI was the ability to implement strikeout/sale messaging. By just adding an additional column within each feed, we were able to quadruple order volume YoY.

Based on whichever partner your product is listed on, your updated price will highlight the % savings or \$ savings based off of the sale price you added in.



RESULTS

We achieved a 64% increase in purchases year over year while simultaneously gaining 34% more efficiency per order, which equated to a 75% increase in ROAS for the 2017 season.





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