



DIGITAL
A Harte Hanks Company

Fashion eCommerce

85% more conversions year over year with a **20%** decrease in CPA

Client

A fashion-based eCommerce company.

Goal

Scale new purchasers with more efficiency.

Solutions

3Q began managing the client's digital marketing portfolio in late June of 2015. Our strategy for meeting the client's goal covered three fronts:

1) understand the customer journey and build campaigns accordingly; 2) expand to different advertising channels to enable growth; 3) implement our Alpha-Beta account structure in both paid search and Google Shopping with respect to the client's unusually dynamic catalog.

Customer Journey

Our analysis revealed that the time from membership to first purchase is greater than one year for 25% of the client's first purchasers. Knowing this, we have maintained a portion of budget to consistently drive top-of-funnel signup performance to grow the user base and keep the purchaser pipeline consistent – even though registrations are not included in the client's KPIs or goals.

Channel Expansion

When we began working with the client, the advertising budget was spread across a limited number of channels. We began to identify new channels and launch campaigns to help enable growth; today, we advertise on over 15 channels including Google, Bing, GDN, Google Shopping, Bing Shopping, Shopstyle, Polyvore, Facebook, Instagram, Pinterest, The Trade Desk, RocketFuel, Criteo, Owner IQ, and RewardStyle. As the account matures and significant performance gains grow more difficult to achieve, we are continuing to expand to new channels including Taboola, Connexity for Display and Shopping, and Yahoo Gemini.

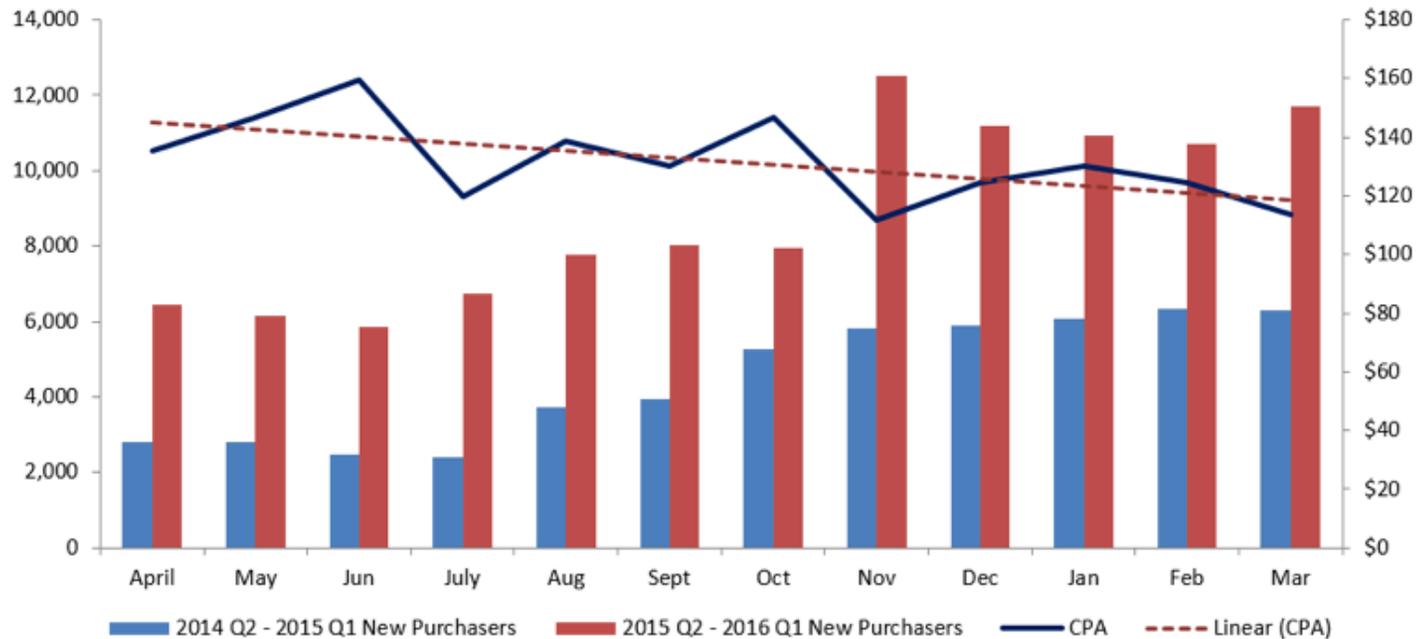
Campaign Optimization

After transitioning the campaign to our management, we showed immediate and consistent improvements in performance, largely thanks to implementing our Alpha/Beta account structure in both Search and Google Shopping and applying the learnings about performance and user behavior to display partners, social channels, and smaller shopping networks.

In our Google Shopping campaigns, maintaining our usual Alpha-Beta structure and targeting on a SKU-to-SKU level was impossible given the client's inventory, which is comprised of one-and-done SKUs that are never duplicated. This created a need to keep track of shifting trends and look to evergreen brands and product types that are more resilient to inventory shifts.

Working with our Alpha-Beta structure, we broke out top-performing brands, then found the most granular category level that maintained similar inventory, volume, and performance. This created alpha product groups where the SKUs would change but product performance and style would be consistent.

Results



Along with the digital results, we have supported the client's expansion to brick-and-mortar consignment stores launched in New York, Los Angeles, San Francisco, and Chicago. We have identified a small qualified audience and targeted those users to convert them into store visitors.



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For more information on how **3Q Digital, A Harte Hanks Company** can help your marketing campaigns:



CALL US @
[650.539.4124](tel:650.539.4124)

EMAIL US AT
INFO@3QDIGITAL.COM

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