3Q DIGITAL

MVMT Case Study

Multi-Channel Campaign Optimization to Scale Conversions x100 and Lower SPA by 129%

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CLIENT

MVMT, an ecommerce company selling minimalist men's and women's watches.

CHALLENGE

Optimize performance across all viable digital channels while rapidly scaling conversions.

EXECUTION

We took over MVMT's Google campaigns at the end of April 2015 and have since taken over management of Twitter, Reddit, YouTube, Amazon, Nextag, Yahoo Gemini, Google Shopping, Connexity, and Shopping.com campaigns. We will highlight subsequent strategy and performance from Twitter, Google Shopping, and the Google Display Network.

Twitter

We took over Twitter campaign management at the end of July 2015. When utilizing Twitter Website Cards, the entire ad is clickable. In an attempt to minimize unqualified clicks, we switched over to manually pasting an image and a link for our promoted tweets, which meant that only the link we provided was clickable (see example ad below). As a result we saw, CPA drop 38% from October to November. During big sale days (Black Friday & Cyber Monday), we switched back to using website cards in order to maximize traffic. MVMT's campaigns were subsequently featured on Twitter's blog.

Google Shopping

	Priority	Negatives	Bid
Brand (Targets All Products)	Low		High
Non-Brand (Targets All Products)	High	Brand Terms	Low
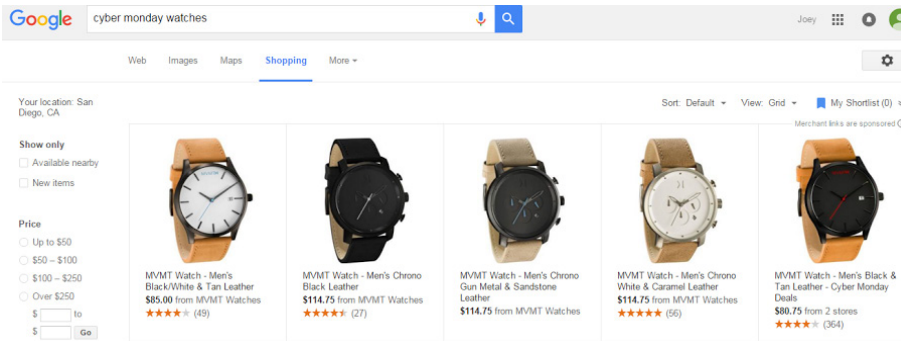
Upon taking over Google Shopping campaigns, we took advantage of campaign priority by creating duplicate shopping campaigns. This gave us the ability to control Brand vs. Non Brand budgets and optimization.

We also utilized remarketing lists for Google Shopping; we adjusted bidding to match the likelihood to convert of each audience list (for example, bidding up by 50% on users who had abandoned their shopping carts). As a result, Google Shopping remarketing audiences return a 62% lower CPA than our overall CPA average.

We also made seasonal changes to our product feed titles and descriptions. As a result, we dominated the Google Shopping results page for watch-specific holiday keywords.
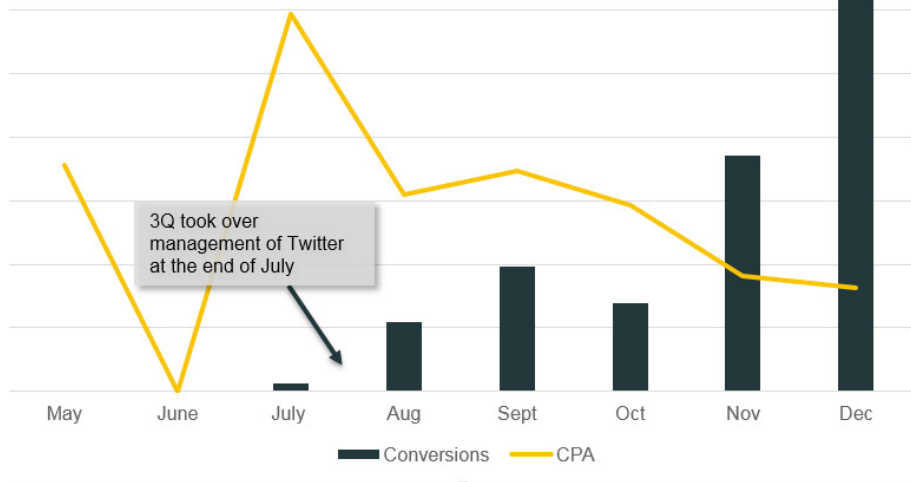
Google Display Network – Remarketing

In our GDN remarketing campaigns, we segmented our remarketing into many different audiences based on factors including page depth, number days from visit, number of sessions, abandoned cart, number of sessions, and time on site.

Additionally, we separated our remarketing campaigns into male and female targeting with gender-specific banners.

Results

3Q took over management of Twitter at the end of July

May June July Aug Sept Oct Nov Dec

▬ Conversions ▬ CPA

3Q launched at the end of April

Took over management of Twitter campaigns

Expanded to Yahoo Native, Reddit, and various comparison shopping engines

Jan-15 Feb-15 Mar-15 Apr-15 May-15 Jun-15 Jul-15 Aug-15 Sep-15 Oct-15 Nov-15 Dec-15

▬ Conversions ▬ CPA

Overall, since partnering with MVMT at the end of April 2015, we have brought CPA down by 129% and increased conversions by 2,055% month over month. (Some of these results are due to seasonality.)

The brand's Twitter campaigns have recorded 4,700% more conversions month over month since we took over management at the end of July; CPA is down by 270%.
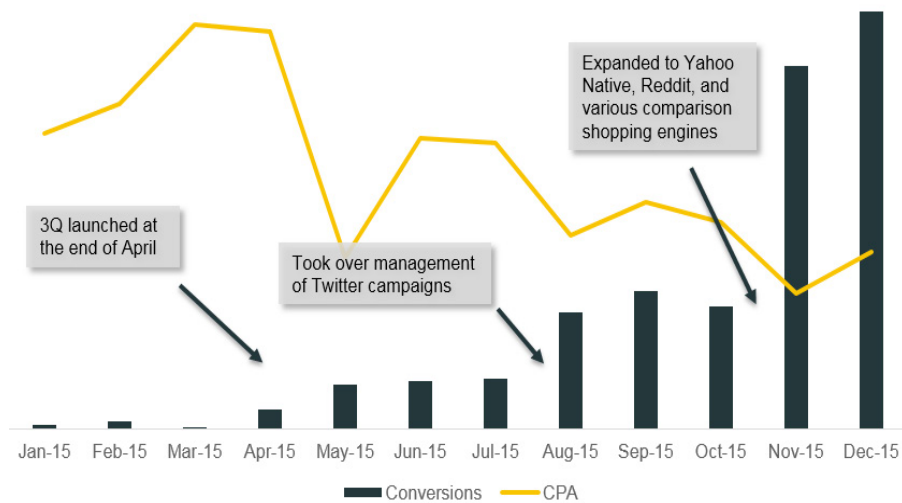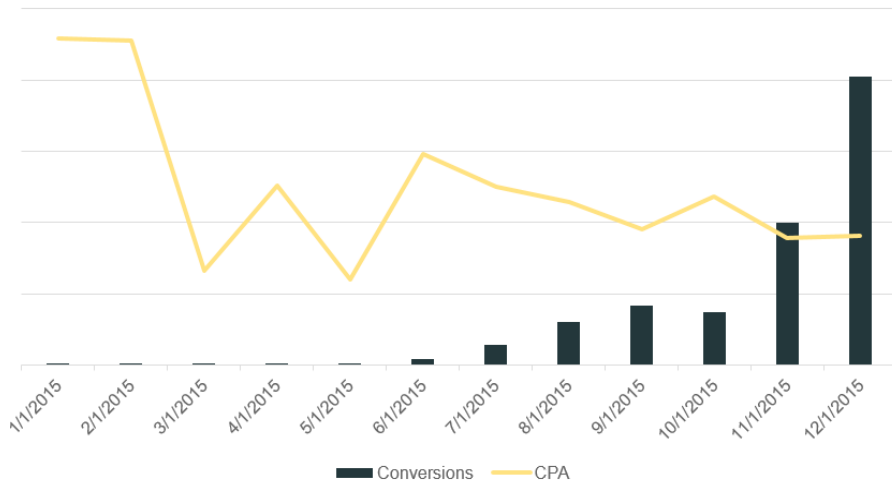
CPA for our Google Shopping campaigns is down 36% month over month since we took over the campaigns. Much of the increase in conversions can be traced to seasonality, but our conversion run rate had increased exponentially before seasonality came into play.

The data tells a similar story in the Google Display Network, where CPA is down month over month, and only some of the 2,169% increase in conversions can be traced to seasonality.

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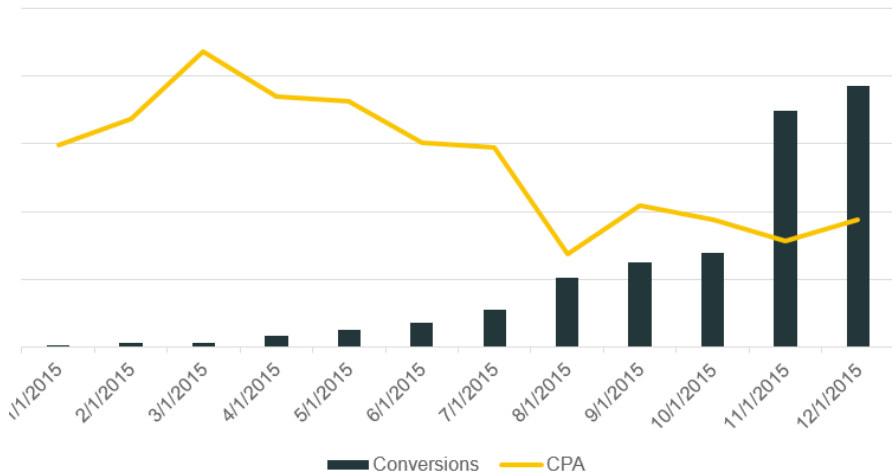
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