



Apparel retailer onboarding

47% increase in revenue and 100% increase in ROAS

CLIENT

A modern-themed fashion retailer with online and offline sales.

GOAL

Scale revenue while maintaining efficient ROAS.

SOLUTION

At the very end of March, the client tasked 3Q with the takeover of all search and shopping campaigns. The direction we got was simple: drive 20% YoY revenue growth without impacting efficiency. While this may seem straightforward, we had a large hurdle standing in our way: 90% of all revenue was derived from brand search volume.

Scaling brand volume is typically difficult because if bids are set correctly, you are already achieving close to 100% impression share. We decided to focus on three areas we knew could move the needle: (1) stronger keyword selection and query mapping to improve data density; (2) keyword-specific ad copy and extensions; and (3) bidding towards a last-click conversion goal from Google Analytics.

SEARCH RESTRUCTURE AND RESULTS

As part of our Alpha Beta process (complete guide [here](#)), we started by reviewing historical query-level data, so that our keyword selections would mimic high-volume user searches. For our alpha, or exact match keywords, we selected only top-converting queries that had very strong click and conversion volume based on historical data. For our Beta, or broad match modified keywords, we made sure to be inclusive of keywords that drove conversion volume, but we were careful to limit our selection to broader terms so as not to have too many keywords in the account.

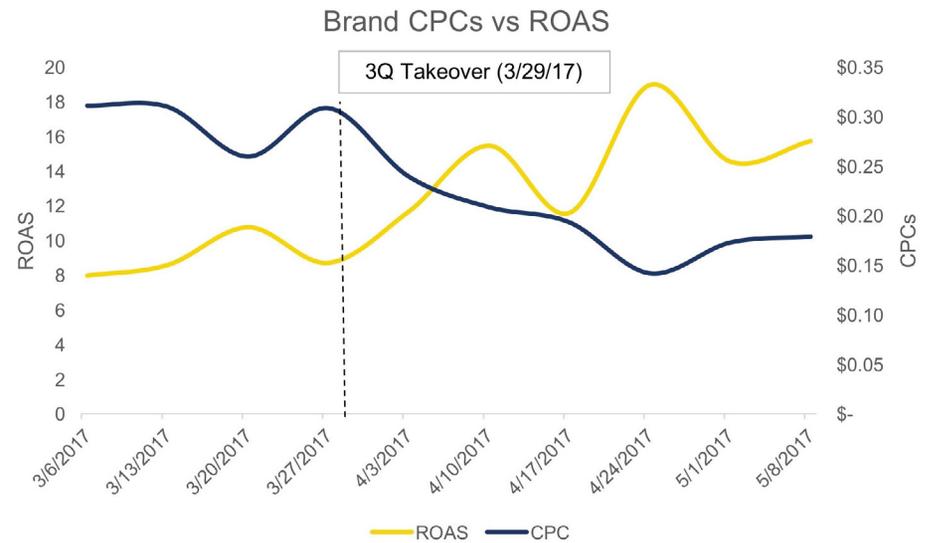
Because of the high volume of keywords in the original campaigns, insufficient data density made accurate bidding impossible. During the restructure, we focused on cutting down our keyword set to improve that data density while maintaining coverage for all converting terms. Additionally, we implemented campaign negative keywords in organized lists to ensure queries were being funneled to appropriate keywords, maximizing our bid control.

After selecting our keywords, our focus shifted to the creation of highly customized, keyword-specific ad copy. While each keyword was given its own keyword-specific headline, we broke down our keyword selection into “groups.” From there, we wrote extremely specific ad copy, and implemented specific ad extensions, around each group. By including the group classification within the ad group name, we placed

ourselves in a strong position to efficiently implement updates to ad extensions and copy as needed. For example, since we have an “outerwear” group, should there be a specific outerwear promotion, we can quickly apply specific promotional elements to all ad groups in that group.

We made sure to use every extension possible (callouts, sitelinks, price extensions, structured snippets, review extensions, location extensions, promotion extensions) to improve our ad relevancy and Quality Score. Because of the strong framework we had in place from our keyword selection and Alpha Beta structure, we could tightly control query-to-keyword mapping and provide the strongest possible ad experience for users.

Comparing March (before 3Q takeover) to April, our optimizations contributed to a 33% drop in CPCs, a 25% increase in CTR, and a 15% increase in CVR (driving 78% more orders compared to the prior month). As a result, branded revenue increased 63% on only 6% more spend, improving ROAS 54%.



Finally, we updated the conversion goal we were optimizing towards. The client uses Google Analytics as a point of truth for order and revenue data. For Google specifically, we decided to use an imported GA goal to count conversions. This gave us the ability to make bidding decisions, and select new keywords, in accordance with our client’s last-click attribution model, as opposed to giving AdWords full credit for all conversions within the attribution window.

SHOPPING RESTRUCTURE AND RESULTS

Our other large area of focus was on shopping campaigns. We initially structured them per our typical A/B shopping process in which we group high-converting products in our Alpha campaign, and the rest in our Beta campaign. However, after monitoring data for a few weeks, we took a deeper look at shopping ROAS at the query level and found that brand queries were dominating our shopping campaigns, and that the ROAS on those queries was significantly stronger. Additionally, we were having some difficulty ensuring the relevancy of shopping ads to specific queries.

With this knowledge, we segmented our shopping campaigns into brand and non-brand campaigns, and created ad groups within those campaigns based on retail categories (e.g. tops, pants, etc.). At the ad group level, our structure allowed us to implement negatives to ensure we were showing relevant products to the user query. At the campaign level, we maximized coverage on branded shopping queries because we could affordably achieve 100% impression share thanks to the less expensive brand CPCs and much higher CVR. As a result, when comparing March performance to May, shopping CPCs decreased 59%.

OVERALL RESULTS AND TAKEAWAYS

Just one month after transitioning the account to 3Q, the client's account showed strong improvements. Overall CPCs (including non-brand) dropped 42%. On 13% less spend, we increased click volume 50%, driving a 47% increase in revenue and doubling ROAS. The Alpha/Beta structure and our diligent and segmented bidding were directly responsible for our immediate success.



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