

# Ecommerce Retail Company

Online retailer of clothing and apparel, homeware, home decor, beauty accessories, pet accessories.



R38k

Revenue

+92%

Revenue

+500%

Users

## The Challenge

An online-only retailer of over 90,000 products ranging from the latest fashionable clothes for women, men, and children, to comfortable beds for pets, needed an effective Digital Marketing solution to increase sales of their huge inventory.

This online retailer's marketing objectives were to increase product sales and website traffic.

The success metric was a monthly revenue amount of R20,000.

## The Approach

Shaded Savanna (Pty) Ltd created a Google Ads Shopping campaign for the online retailer, to display relevant Shopping product ads on Google's Search Engine Results Page and Shopping tab whilst prospective customers were searching on Google.

We imported the online retailer's entire inventory of over 90,000 products from their website to Google Ads.

We targeted locations that were relevant to where the retailer could deliver their products to.

We targeted relevant in-market and affinity audiences.

We utilized the Maximize Clicks bidding strategy to get as many clicks and sales as possible within the retailers budget, and once the conversion threshold was reached we changed the bidding strategy to Target Return on Ad Spend with a target of 240% return on ad spend.

We performed daily optimizations to the account.

## The Results

Over R38,000 in revenue in a single month.

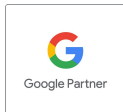
+92% more revenue than the monthly revenue goal.

+500% increase in website traffic

Reach 1.5 million impressions

Engagement 1.77% CTR

The online retailer needed more sales, not only did we provide a great solution, we did so by exceeding the agreed upon Key Performance Indicators, whilst also providing excellent client service.



This savanna has been compiled from various sources, including Google Ads and Google Analytics, over the period of 2021/03/01 - 2021/05/31. All data represented in this case study are from marketing efforts instigated and managed by Shaded Savanna (Pty) Ltd during the stated period.