

COCOSA

How Greenlight's integrated search and display strategy delivered a 150% increase in memberships

The Client

Cocosa is a luxury fashion flash sales site which offers coveted discounts on designer fashion and homeware at a fraction of their original retail price.

The Objectives

Cocosa tasked Greenlight with the following objectives:

- YoY growth in application volume
- Decrease CPC
- Increase CTR and YoY ROI

The Strategy

✓ Integrated Search and Display

Greenlight invested in Paid Social, Display (mainly demo-targeting with some private market place buys) and Retargeting activity, enabling Cocosa to stand out from the crowd.

✓ Keywords

Big generic terms such as 'dresses' and 'high heels', worked well over the long-tail. These terms delivered high level memberships which allowed Greenlight to utilise the brand's terms and promotions to convert those members into buying customers.

✓ Landing Page testing

For every promotion Greenlight ran, at least 3 landing page tests were running at the same time. This was pivotal to making the strategy work and bringing down CPM's.

THE RESULTS

150%

INCREASE IN
MEMBERSHIPS

25%

DECREASE
IN CPA

OPTIMAL COST PER MEMBER £5 - £5.50.

This ensured high quality users, achieving a 30% conversion from member to purchase.

After Search, the best CPM was delivered by Display which included an aggressive retargeting strategy.

TESTIMONIAL:

"Greenlight delivered a 150% increase in memberships and 25% decrease in cost per member from an integrated multidevice Search, Display & Retargeting strategy."

ECOMMERCE DIRECTOR, COCOSA

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