

Savile Row

The Client

Savile Row has been making finely tailored shirts since 1938. A family company, Savile Row now designs and produces an extensive range of clothing and accessories for men and women – all crafted to the highest quality and workmanship. The brand is sold in more than 30 countries worldwide.

The Objectives

When Savile Row approached Greenlight, its Paid Search strategy was limited in terms of reach and cost-effectiveness, and its campaigns were short on keywords and coverage. Savile Row therefore set Greenlight two clear objectives. **These were to increase ROI from 100% to 500%, and to lower cost-per-acquisition to less than £30.**

The Strategy

- We initiated an **extensive pre-campaign analysis** which revealed Savile Row's existing campaigns were limited in number, and lacked major keywords and coverage.
- Changes were immediately made to the ad copy, particularly in terms of updating offers, with each new offer reflected in the copy and the **appropriate keywords** bid on.
- To ensure ad copy was as **relevant** as possible, we carried out AB testing. This aided in working out which permutations would be most profitable.
- Finally, we mirrored Savile Row's site structure with keywords. We **added long tail keywords** and **targeted each stage at the user journey** from first search to sale, creating campaigns that reflected the different keywords used at each point.

THE RESULTS

451% INCREASE IN ONLINE SALES

In the six months leading up to Christmas there was a 451% increase in online sales.

680% INCREASE IN YEAR-ON-YEAR SALES

There was a 680% increase in year-on-year sales.

ROI 667% INCREASE

By month six of the campaign ROI had increased by 667%.

169% CPA DECREASE

CPA was reduced to £8.14, making for an overall decrease of 169% in just three months.



TESTIMONIAL:

After a thorough review of our business, Greenlight produced a robust PPC strategy and roadmap to deliver an excellent return on our investment. We had regular access to director level input, and on a daily basis were supported by two excellent account handlers. They consistently demonstrated commitment to the partnership and our business success.

**DIANE CANADY, E-COMMERCE & MARKETING
DIRECTOR AT SAVILE ROW COMPANY**

