



## Is your paid search tailor-made?

Founded in 1938, the Savile Row Company has become synonymous with sartorial elegance. But when Savile Row approached Greenlight its paid search strategy was limited in terms of reach and cost-effectiveness, and its campaign was short on keywords and coverage, despite the fact the company's sales ratio was 70% online and 30% by phone, catalogue and shop.

We were only a few months into the campaign before we started producing some singularly impressive results for Savile Row. By month three we had reduced CPA by 182% from £22.92 to £8.14. In the second month of activity ROI more than doubled to 214%. By month three ROI had increased to 269%, meaning Savile Row was more than halfway to achieving its ROI goal of 500%. By month six we had helped the retailer hit and exceed this objective, producing an ROI of 667%. With Greenlight on board, in just a short space of time Savile Row's business performance was as strong online as it had always been offline.

“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  
Savile Row Company



## Objectives

- To increase ROI from 100% to 500%
- to lower cost-per-acquisition to less than £30.

## About Savile Row

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. After opening its flagship store at 40 Savile Row, the company decided to shift the focus of its business to selling directly to the customer and has built up an incredibly successful 'direct' business, using mail order and e-commerce. Savile Row is further marked out by its exceptional customer service and extremely loyal customer base.

## Background

Before Savile Row approached us the retailer had used another search marketing agency, but the account had been underdeveloped. So it made sense to start from scratch and rebuild the account. With a new E-Commerce and Marketing Director on board, Savile Row was looking for a new search engine marketing company, had heard about our impressive reputation and liked our approach.

## Pre-campaign analysis

Extensive pre-campaign analysis revealed Savile Row's existing campaigns were limited in number and lacked keywords and coverage. What's more, Savile Row was failing to include offers in its ad copy, much of which was generic and needed readjusting.

## Implementation

With our analysis complete, we were then in a position to instigate real strategic changes in Savile Row's search marketing - and achieve the financial results the company was aiming for. A fast and flexible approach was crucial and reacting to emerging opportunities was a key part of the strategy.

Changes were 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. We made a point of noting any activity or information in the media relevant to Savile Row and echoing this in the company's paid search campaigns. For example, when we read in the newspapers that white shirts had become the most popular shirt colour, we created a campaign for 'men's white shirts', ensuring this appeared on all search terms.

To ensure the ad copy was as relevant as possible, we carried out a significant amount of AB testing (that is, testing two sets of ad copy to see which generates the best response). We compared clicks and conversions, working out which permutations would be most profitable.

Another key aspect of our strategy was mirroring Savile Row's site structure with keywords. We added long tail keywords and targeted each stage of the user journey from first search to sale, creating campaigns that reflected the different keywords used at each point.

## Results

Savile Row saw a growth in sales straight away. In the six months leading up to Christmas there was a 451% increase in online sales, followed by Savile Row's best ever January online, with 1554 units achieved. By May the following year sales had increased by 680% year on year.

Savile Row had tasked us with increasing ROI from 100% to 500%. By month six of the campaign we had exceeded this target by hitting the 667% mark (see figure 1).

CPA targets were also beaten within a short space of time. Our aim had been to reduce Savile Row's CPA to less than £30. We were only a month into the campaign when CPA dropped 31% to £22.92; in month three CPA fell to £8.14, making for a decrease of 169% in just three months (see figure 2).

Figure 1

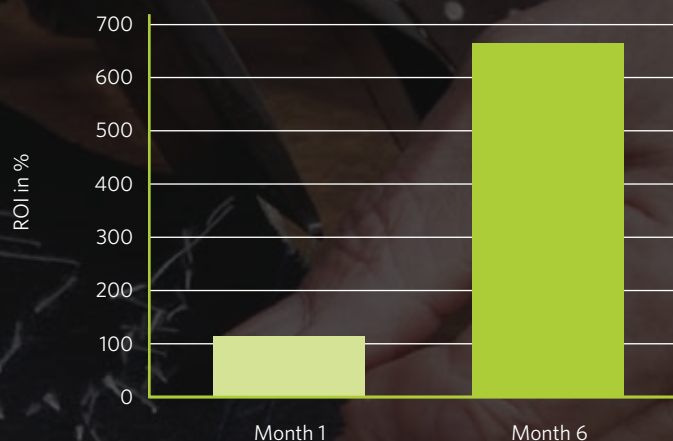
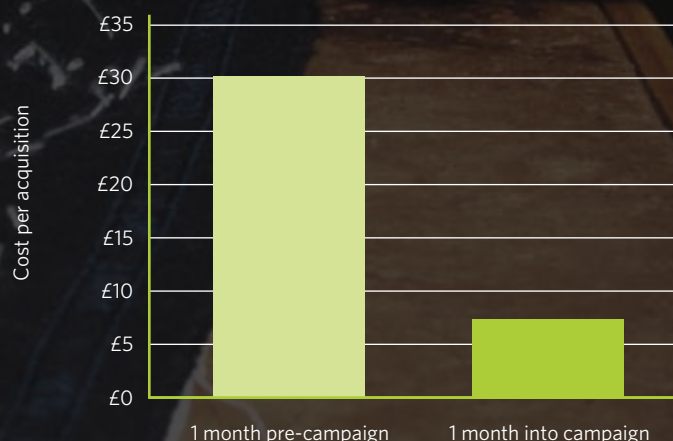


Figure 2



Savile Row had gone from having a small, indistinct search engine marketing presence to enjoying high search visibility with sales and CPA targets met and exceeded.