

# SAVILE ROW COMPANY



blimpp

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SCALING Q4 GOOGLE SHOPPING REVENUE BY 150%  
FOR SAVILE ROW COMPANY

“BLIMPP HAS  
DELIVERED  
SIGNIFICANT  
INCREASES IN  
REVENUE AND ROI.”

LEE-ANNE HARRIS  
MARKETING DIRECTOR  
SAVILE ROW COMPANY





# SAVILE ROW COMPANY

LONDON

## SAVILE ROW COMPANY IS A BRITISH DIRECT-TO-CONSUMER MENSWEAR BRAND, BASED IN LONDON'S SAVILE ROW.

This is the story of how we scaled their Google Shopping revenue by 150%.

The Savile Row Company operate in the extremely competitive menswear space, alongside the likes of TM Lewin and Charles Tyrwhitt – both of whom spend millions of pounds each year on search advertising.

With much more modest budgets, and no offline retail presence, The Savile Row Company needed to get

creative in order to steal market share.

With Q4 fast approaching, coupled with declining consumer spend trends, the brand needed to do something different in order to drive growth in challenging market conditions.



“OUR EXISTING AGENCY WERE NOT MANAGING BUDGETS EFFECTIVELY NOR DRIVING THE BEST RESULTS OUT OF OUR CAMPAIGNS. I MOVED OUR PPC MANAGEMENT TO HARPAL AND HIS TEAM AND WITHIN A WEEK WE SAW AN IMPROVEMENT IN CONVERSIONS, A REDUCTION IN CPA AND CRUCIALLY, AN INCREASE IN REVENUE.”

LEE-ANNE HARRIS  
MARKETING DIRECTOR

# APPLYING OUR SPCA APPROACH

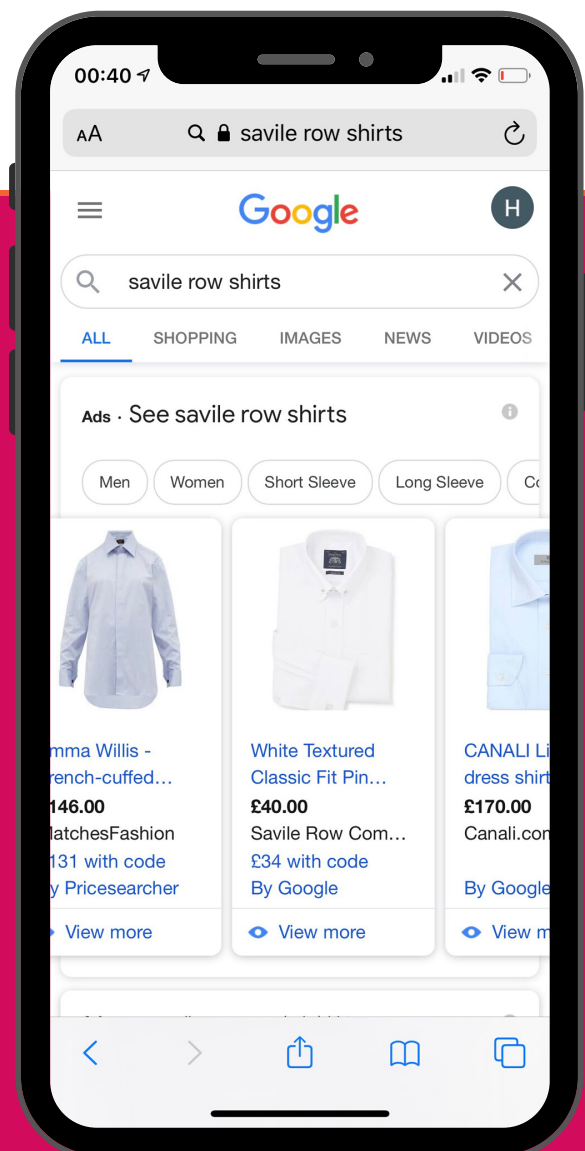
blimpp's proprietary SPCA approach was applied early on in the relationship. This involved verifying that the account was set up correctly for Google Shopping success, auditing and optimisation of a 4,500 SKU product data feed, restructuring the campaigns in line with blimpp methodology, and careful application of automated Google smart bidding strategies to simplify product-level bidding.

Given the focus around Black Friday,

it was a race against time to ensure that the Google Shopping roadmap was delivered in line with requirements, however a structured approach to each workstream allowed the team to focus on driving impact.

## THE RESULTS

Comparing December 2019 vs. December 2018, The Savile Row Company saw a 134% increase in transactions, a 150% increase in revenue, and a 36% reduction in cost per transaction across Google Shopping campaigns, ensuring that Q4 2019 was a record-breaking quarter for the DTC channel.



# APPLYING OUR SPCA APPROACH

SPCA is a four phase approach to Google Shopping campaigns, which focuses on aligning structure with historical return on ad spend, across the catalogue of products.

In doing so, we can maximise Impression Share across products that drive revenue, and optimise towards higher Average Order Value by adopting a multi-campaign approach to Google Shopping.

Smart bidding was used extensively, and tied to historical performance at the product category level. In addition, eCommerce-centric remarketing and prospecting audiences were overlaid at the

account-level, in order to ensure that the bid algorithm had robust data signals to work with.

The data feed was also tidied up, through use of supplemental feeds to improve on the source data.

Combined, these efforts make up the SPCA methodology, which has been adapted into a 26-point process that is applied to new client accounts.

“ THEY KNOW THEIR PRODUCT INSIDE OUT AND IMPLEMENT BEST PRACTICE IN EVERY ELEMENT OF THE CAMPAIGNS. THEIR PRESENTATIONS BACK TO THE BOARD IN OUR MONTHLY MEETINGS HELPS DEMONSTRATE THEIR EXPERTISE AND THE RESULTS SPEAK FOR THEMSELVES. ”

LEE-ANNE HARRIS  
MARKETING DIRECTOR  
SAVILE ROW COMPANY

# FIND OUT HOW BLIMPP CAN SCALE YOUR GOOGLE SHOPPING ACTIVITY WITH OUR SPCA METHODOLOGY

GET IN TOUCH

