



HOW BLIMPP DELIVERED A 33% REVENUE UPLIFT & 198% INCREASE IN CTR USING GOOGLE COMBINED AUDIENCES FOR SEARCH.



ROBERTS RADIO

“OUR ON-SITE
CONVERSION
INDICATES THAT WE
ARE GETTING MORE
QUALITY TRAFFIC
WITH A MUCH
LOWER COST PER
CLICK.”

JAMIL KASSAM
ECOMMERCE LEAD
ROBERTS RADIO



ROBERTS

WITH A HERITAGE OF MORE THAN 80 YEARS,
ROBERTS IS THE UK-BRAND LEADER IN PORTABLE
RADIOS.

This is the story of how we achieved a dramatic uplift in ROI and CTR, by adopting an audience-led approach to search.

Like many manufacturer brands, Roberts Radio wanted to build their direct-to-consumer channel in order to build a new revenue stream and also to gain insight into shifting consumer patterns.

As part of this, the brand wanted to shape all advertising around four core user personas which encapsulated, to varying degrees, their most desirable customer segments.

At the same time, Google's combined audiences for search feature was rolled out to the UK, however was relatively under-utilised by most advertisers. blimpp saw this as an opportunity to marry a powerful and all-encompassing targeting feature, to a client brief which focused around driving brand awareness and incremental sales across key customer segments.



OUR APPROACH

Our first port of call was to research the desired customer segments comprehensively, using a wide range of data sources. As part of this process, we looked at Ahrefs, Google Analytics segments, and Google Ads audience data to get a gauge of what was possible to target within search.

We also used the blimpp eCommerce Customer Generator tool to turn insights into action. This tool outlines “targetable” audiences within Google

and Facebook Ad platforms, based on in-market, affinity, and interest groups. From there, it was apparent that there were several Google audiences worth combining, which aligned with Robert's core customer segments.

A number of audience combinations were considered. In the end, we decided to merge relevant in-market segments with affinity lifestyle groups,

THE RESULTS

Once the combined audiences reached maturity, we were able to drive a ROI ratio of 7:1, meaning that for every £1 invested in these groups, we generated £7 in revenue. Moreover, combined audiences accounted for 33% of all revenue, within three months of launch.



THE RESULTS

as this would, in theory, represent the optimal blend of intent and lifestyle targeting.

Our core in-market segment were those people who were in-market for relevant consumer electronics categories. Using this as an “anchor” audience for the combined audiences strategy, we matched these against relevant affinity categories, which aligned with core customer segments. These extended to: audiophiles, fashionistas, music lovers by category, and home decor enthusiasts.

By the end, we were left with four combined audience groupings, which were based around an “in-market + affinity audience structure”. These four audiences were subsequently applied to all campaigns.

As a result of this audience-led approach, Roberts Radio were able to

drive some substantial results across all performance metrics.

At the top-of-the-funnel, CTR was a 198% stronger across these combined audiences vs. the account average. These carefully constructed audiences also outperformed regular in-market audiences CTR by 80%.

Moving down the funnel, and Conversion Rate was 18% higher than regular in-market audiences, and overall ROI was up 67% on the same grouping.

Looking at the bottom line, for every £1 spent on these users, the company generated £7.12 in revenue. Even more profound was that 33% of overall search revenue was attributed to combined audiences, the highest of any audience grouping by a margin of almost 20%.



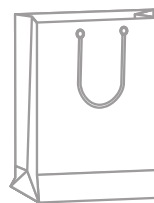
+198%

CTR UPLIFT VS.
ACCOUNT AVERAGE



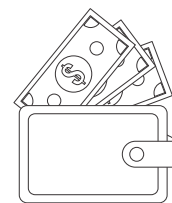
7:1

ROI RATIO



+18%

CONVERSION RATE
VS. IN-MARKET
AUDIENCES



+33%

INCREASE IN
REVENUE

FIND OUT HOW BLIMPP CAN SCALE YOUR PERFORMANCE MARKETING WITH OUR AUDIENCE-LED APPROACH

GET IN TOUCH

