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HOW BLIMPP DELIVERED A 246% INCREASE IN BLACK FRIDAY REVENUE FOR FOR JEWELLERY BRAND LILY ROSE LONDON.

LILY ROSE LONDON

"HARPAL AND HIS TEAM HAVE BEEN FANTASTIC TO WORK WITH. THEIR HUGE AMOUNT OF EXPERIENCE WITH GOOGLE SEARCH AND DISPLAY ADS WAS CLEARLY EVIDENT AS THEY WERE ABLE TO SIGNIFICANTLY SCALE OUR EXISTING CAMPAIGNS WHILST MAINTAINING OUR TARGET CPA. WE'RE LOOKING FORWARD TO WORKING WITH THEM FURTHER NEXT YEAR, EXPANDING ONTO MORE TRAFFIC SOURCES AND ACTIVATING NEW AUDIENCES. I'D BE VERY HAPPY TO RECOMMEND THEM TO ANYONE LOOKING TO IMPROVE AND GROW THEIR ONLINE MARKETING CAMPAIGNS. "

JOSH FLEET
CEO
LILY ROSE LONDON

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LUXE JEWELLERY BRAND LILY ROSE LONDON HAD AMBITIOUS PLANS TO GROW THE BRAND IN THE RUN UP TO BLACK FRIDAY 2020

This is the story of how blimpp dramatically increased their Year-on-Year BFCM revenue by focusing on full-funnel engagement.

We were engaged by Lily Rose London in September 2020, with the objective to drive revenue growth during the all-important Q4 period.

This period historically accounted for almost 70% of their revenue, so it was critical to try and leverage new opportunities, as the brand had up until recently become dependant on brand traffic to drive sales.

While this would drive cheap clicks and high conversion rates in the short-term, in the longer term it was imperative for the brand to scale across non-brand search, as they were actively being targeted across brand terms by a range of competitors.

The net result was an increase in brand click costs during a crucial period, with conversion rate also beginning to erode.

It was at this time when blimpp began work on an innovative approach, one which looked at the user journey in its entirety, as opposed to just the last mile.

OUR APPROACH

Our first port of call was to make use of the vast amount of customer data that Lily Rose had collated.

Using the Audience Insights feature within Google Ads, we were able to isolate trends within the data that were relevant to the database of customers. For example, we found several affinity and in-market audiences which indexed highly within the database, in some cases as much as 33x - meaning that they were 33 times more likely than the average Google user to demonstrate conversion behaviour.

With this in mind, we completed a partial restructure of brand and non-brand campaigns, overlaid with specific audience groupings using the Combined Audiences for Search audience targeting type.

We also revamped the existing Smart Shopping structure with our trademark SPCA approach. Within this, we segregated top-performing products in line with ROI, reworked the existing product data feed, applied new audiences, and utilised standard shopping campaigns to target new and returning visitors. We also applied automation based on three and seven-day product conversion patterns to ensure robust campaign performance.

Discovery ads were also implemented to reach early-stage shoppers based on affinity and in-market interest groups. The messaging around was adapted on a weekly basis to reflect the anticipation of the brand's upcoming Black Friday sale, and engagers were retargeted with category-specific carousel ads based on products initially viewed.


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OUR APPROACH

Gifting was an important theme throughout the campaign, and a specific approach was taken to underline the gift-ability of the products through search, display, and YouTube Ads. Audience data was also shared across workstreams to leverage the value of early-funnel engagers.

The final step of execution was to incorporate Dynamic Search Ads to drive greater reach across both brand and non-brand search queries.

A number of key product pages were targeted in order to drive extended reach beyond exact and BMM match type variants. These campaigns were heavily targeted towards desirable audience segments, with strict negative keywords applied to ensure relevancy.

THE RESULTS

Following on from activations across search, YouTube, display, and shopping, Black Friday 2020 saw a 246% year-on-year increase in revenue, from just over $7k to $24k. Average Order Value also increased 41%, despite the same Black Friday offer.
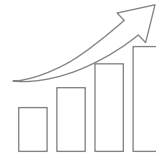
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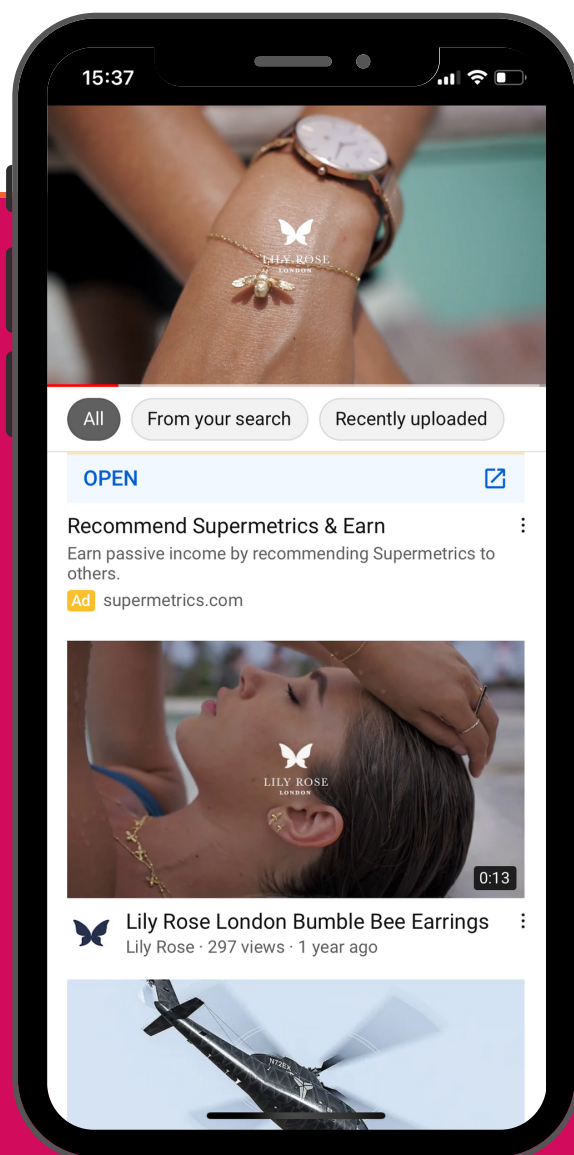
THE RESULTS

+145%

BF TRANSACTIONS
VS. PREVIOUS YEAR

+243%

BF REVENUE VS.
PREVIOUS YEAR

+41%

BF AVERAGE
ORDER VALUE

The net impact of the multi-pronged approach was a steep increase in revenue across the Black Friday-Cyber Monday period in particular. For Black Friday itself, revenue exploded from $7k in 2019 to $24k in 2020, with Average Order Value up some 41%.

Transactions also saw explosive growth, up 145% year-on-year, despite intense competition from big budget luxe jewellery brands.

Looking upper-funnel, YouTube returned strong results, with a view rate of over 37%, well above the average for the channel. Coupled with this, Discovery Ads drove thousands of new sessions efficiently, delivering $1.87 Revenue Per Click across Black Friday week, against an average Cost Per Click of $0.21.
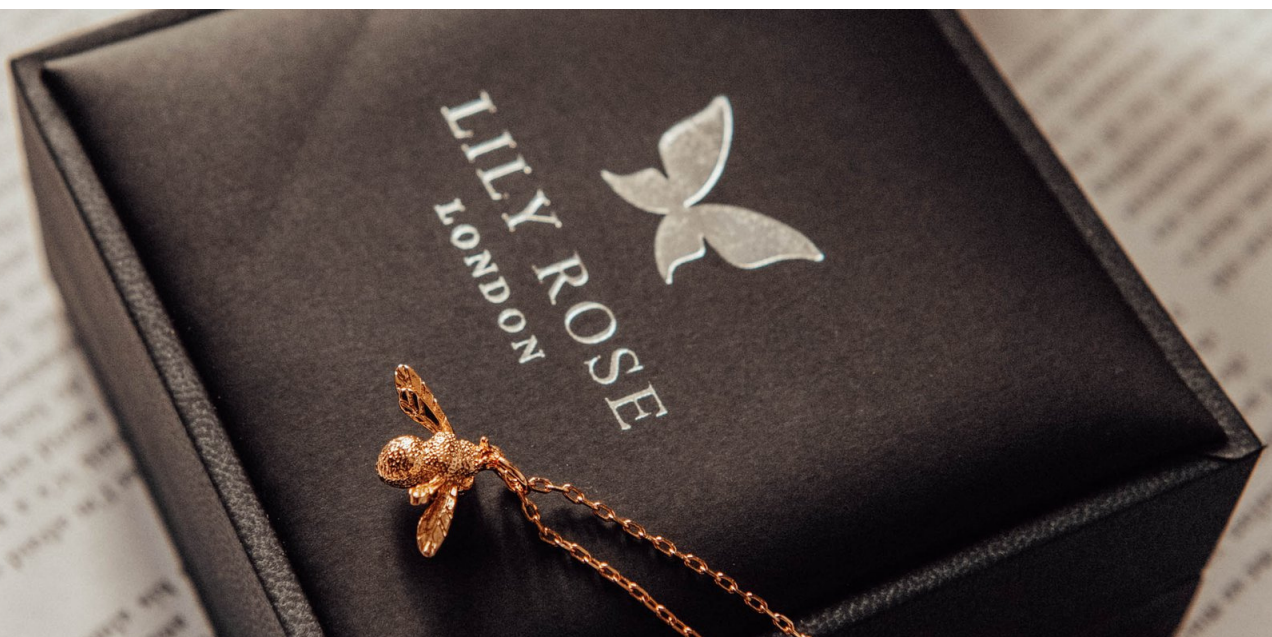
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FIND OUT HOW BLIMPP CAN SCALE YOUR PERFORMANCE MARKETING WITH OUR AUDIENCE-LED APPROACH

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