

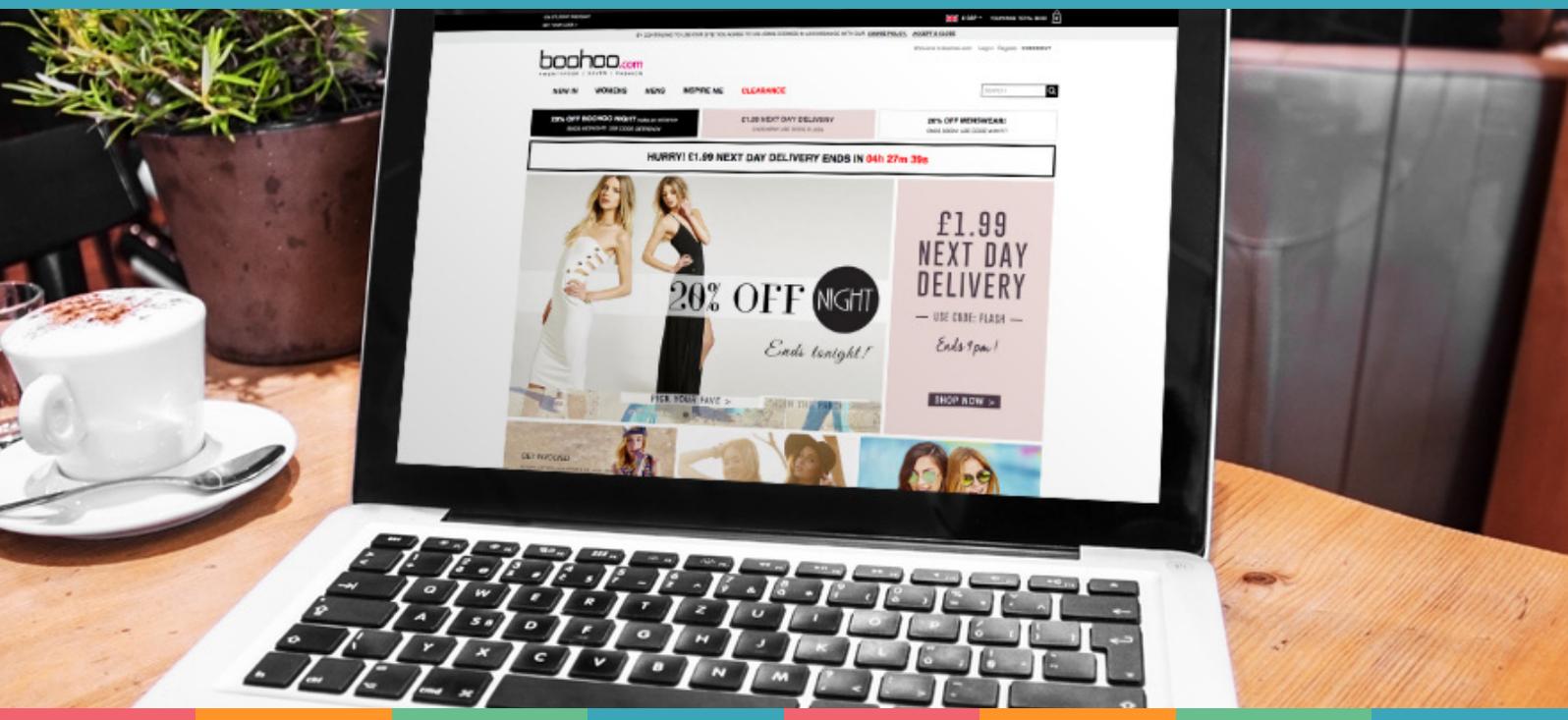
BOOHOO

BACKGROUND

Since launching in 2006, the in-house design team has consistently created directional collections which not only combine incredible value but also cutting edge style. Hundreds of new pieces are uploaded weekly, along with stylists' recommendations, all available with next day and international delivery, bringing the latest fashion direct to the customers' door. They now supply to customers in over 100 countries worldwide.

Boohoo has been recognised by top consumer titles Reveal, Heat and Cosmopolitan magazines in their annual shopping awards and receive editorial support from many of the leading fashion titles.

WHAT WE DID | PAID SEARCH (PPC)



HOW WE HELPED

Boohoo came to us in January 2012 after running PPC for 18 months and seeing indifferent results. In the last quarter of 2011, the PPC revenue had fallen by 26% YOY. They knew their offering was strong but were unable to replicate the strong results their competitors were experiencing from their PPC traffic. What they needed was simple: an improvement in ROI and to demonstrate consistent revenue growth to move towards being a dominant force in the industry.

We began with a full audit of the account, tightening up the structure and focussing our targeting on the terms we knew were highly likely to result in a sale. We then started to build the account back up, building everything in an extremely tight structure that was conducive to improving quality score and increased relevancy between search term, keyword, ad, and landing page. As Boohoo's business grew, our strategies adapted. We expanded the accounts to cover Menswear, Plus Size, Petite, and Gymwear ranges as they were introduced over the years. We also extended the campaigns internationally as Boohoo's reach increased.

We consistently saw very strong growth in both revenue and ROI. High level analysis facilitated strategic use of budget. We looked at attribution modelling to set separate targets for high assisting keywords. We also analysed the effects of different free delivery thresholds on average basket values to help determine the optimum threshold. We utilised mathematical models to determine bid adjustments for day parting, location, device, and RLSA. Our sole focus was always on increasing the profitability, and we constantly tested different ROIs, and the resultant revenue to determine which levels maximised profit and ultimately increased market share.

After three years management the non-brand revenue was over 16 times higher than in January 2012, with ROI more than doubling.

THE RESULTS SO FAR

Since we began working with Boohoo in January 2012, the brand has seen some excellent results:

