

CHUMS

A campaign that narrowed focus and broadened appeal, utilising the full gamut of available paid search channels sent fantastic results, express delivery, to the independent mail order company

BACKGROUND

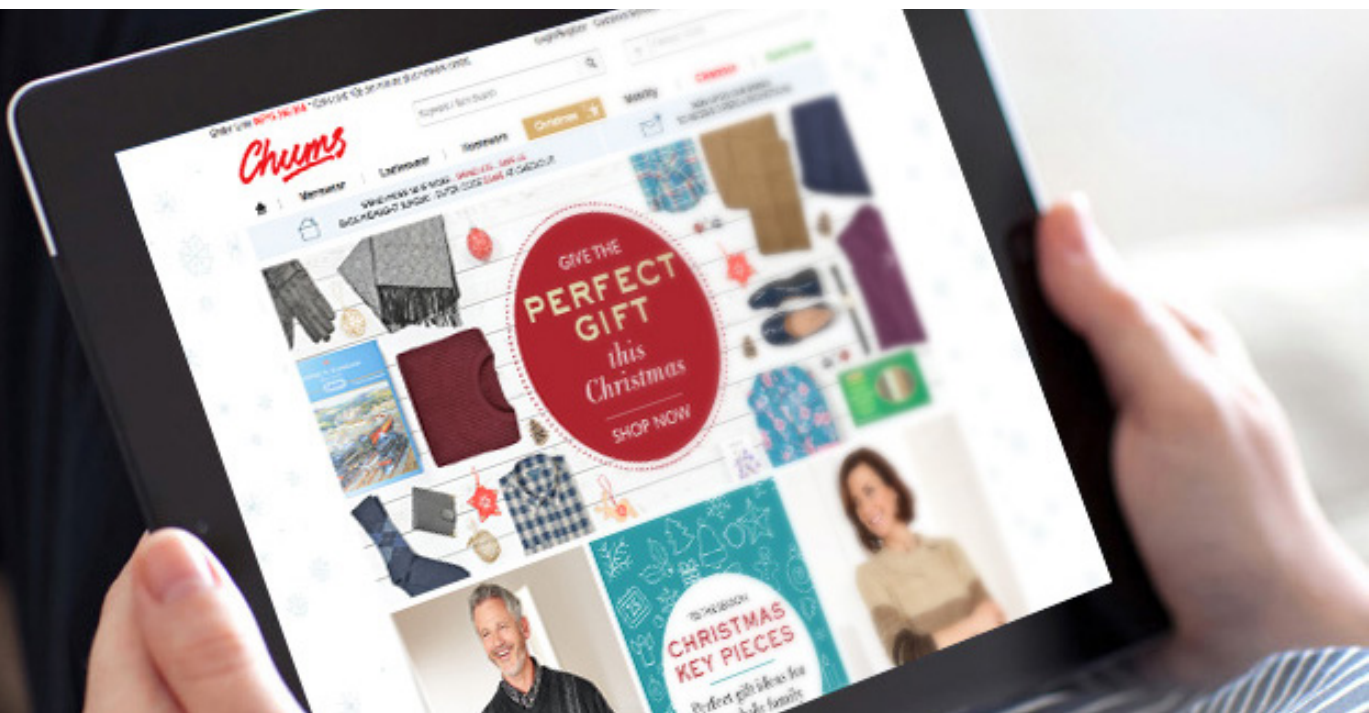
Chums is a mail order company with 30 years of experience, they provide quality clothing and furnishings at fantastic prices. With their customer base firmly at the heart of their business strategy, they are proud of the fact that some of their first customers are still buying 30 years later.

With wide ranges of men's and women's clothing on offer, and the recent addition of furnishings for the home and garden, Chums are a company that diversify according to the needs and desires of its customer base, often bringing in ranges at the request of their customers.

WHAT WE DID | PAID SEARCH (PPC)

HOW WE HELPED

Chums approached Click Consult in January 2014, looking to increase the return on their paid search investment. Following our own, industry leading research process and utilising a suite of in-house developed [technologies](#), Click Consult identified gaps in competitor strategies, diversified targeted longtail keywords and increased customer relevance to push transactions and revenue through the roof.





THE RESULTS SO FAR

Since beginning work with Chums, our paid search strategy has seen fantastic progress in desired metrics:

100.3%
INCREASE IN
TRANSACTIONS

93.4%
INCREASE IN
REVENUE

