



JULIAN CHARLES

Our paid search (PPC) campaigns have boosted Julian Charles' transactions and revenues, lowered costs per click, and sent Google Shopping conversions through the roof

BACKGROUND

Julian Charles is a luxury home furnishings retailer that prides itself on offering superb style and exceptional value, and in delivering beyond customers' expectations. Family-run for almost 65 years, the brand is now a multi-channel retailer with more than 140 stores across the UK.

WHAT WE DID | PAID SEARCH (PPC)

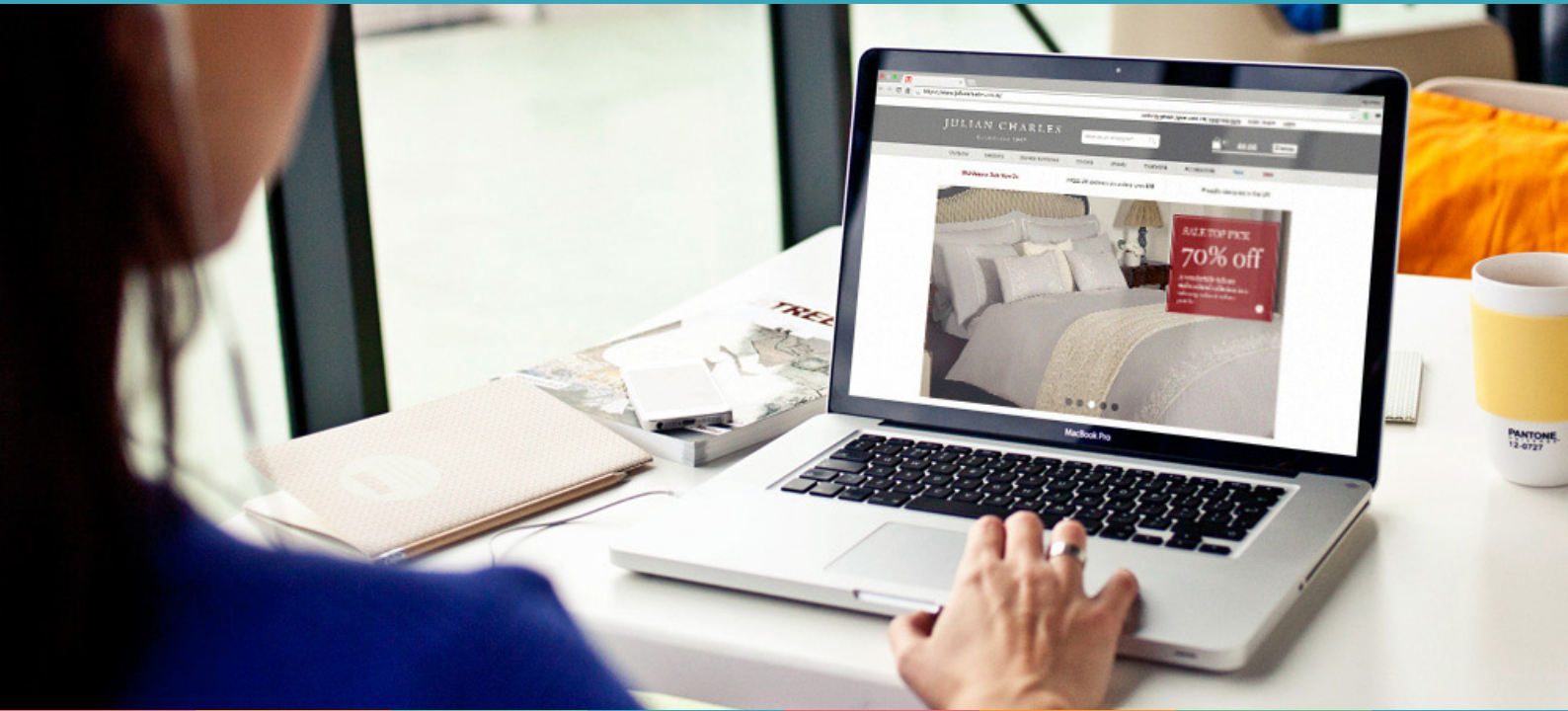
HOW WE HELPED

We began our relationship with Julian Charles towards the end of 2014 just as the brand was launching a new website.

Alongside steering their organic search (SEO) activity, Click put together a PPC and Google Shopping strategy designed to increase traffic to the new site, increase conversions and drive down cost per click (CPC).



“THE TEAM AT CLICK PUT TOGETHER A CAMPAIGN THAT UNDERPINNED OUR OBJECTIVES AND HAVE ACHIEVED FANTASTIC RESULTS WITHIN A VERY SHORT SPACE OF TIME. WE LOOK FORWARD TO OUR RELATIONSHIP GOING FROM STRENGTH TO STRENGTH.”



THE RESULTS SO FAR

Between January 2015 and August 2015, we achieved some magnificent results for Julian Charles:

336.58%

INCREASE IN
CLICKS ON
GOOGLE
SHOPPING

133%

INCREASE IN
THE NUMBER OF
OVERALL PPC
CLICKS

50.65%

INCREASE IN
TRANSACTIONS

38.15%

INCREASE IN
REVENUE

13.55%

CPC
IMPROVEMENT
(£0.30 WAS £0.35)