Modalu prides itself on three ‘c’s’ – couture, creativity and craftsmanship. An English company priding itself on its English roots and its line of ‘Made In England’ bags which are still handcrafted in Somerset, Modalu is a high-fashion producer of leather bags with a world-wide customer base.

In all things, Modalu prides itself on attention to detail, whether that is in their world-wide search for the most exotic and exclusive colours for their leather, or the intricate, hand-crafted detailing, each bag is created with love.

Modalu approached Click Consult in 2012 in a similar position to many high fashion producer-retailers. They were selling well, but more and more of their traffic and sales was going to affiliate sites. It was this that they wanted to rectify, and our own brand of hand-crafted, intricately detailed campaign management was the perfect match for Modalu.

By focusing their paid search budget on brand protection – targeting brand+ keywords, Click were able to position the Modalu brand at the top of searches which had slowly been filling with large online retailers at a cost to Modalu’s organic visibility. This strategy, researched exhaustively and tailored to Modalu’s specific needs was able to exceed expectation for the manufacturer of couture accessories.

Since we began working with Modalu, we produced some outstanding results:

- **820% increase in transactions**
- **305% increase in revenue**
- **362% increase in sales**