

BigTallOrder PPC Case Study

Client Overview:

Big Tall Order sells high quality big and tall men's clothing at reasonable prices. With a small showroom & a large warehouse outside Bristol their primary sales channel is ecommerce which is driven by PPC, SEO & social media.

Situation:

Big Tall Order was referred to Search Star by another happy client in 2007 and Search Star managed their PPC for 2 years until 2009 when an in-house ecommerce manager was appointed who took over the PPC management.

An increasingly competitive PPC market for large sized men's clothing meant sales began falling & costs per sale rose. Having grown YoY since starting in 2004 the monthly sales for 2010 were starting to track below 2009.

Big Tall Order's Managing Director asked Search Star to become involved again. He requested a complete restructure of the PPC campaigns to deliver more sales for lower costs and bring 2010 sales in above 2009.

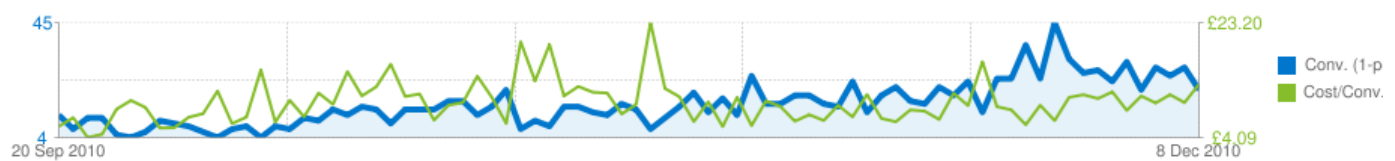
Actions:

Over the course of 3 weeks in and in meetings with the client, Search Star went through every adword, adtext & adgroup ensuring it was as efficient and effective as possible. Together we ensured that each item of clothing and every brand was represented correctly within the campaign, and that all competitor brands were targeted fully. Bids were optimised using historic data and forecasting to take into account the new competitive online environment in this market. Further to this Search Star also cut out all irrelevant search from the campaign using search query data to create a strong list of negative keywords. This increased focus allowed us to be more aggressive in our bidding with the core of relevant search and thereby drive higher sales.

The final Adwords structure contained 51 campaigns in 13 countries with 579 Adgroups, 1,268 Adtexts & 39,103 keywords

Results:

Figure 1. BigTallOrder Cost vs. Cost/Sale from 20th Sept 2010 to 9th December 2010



- Tracking showed that the renewed focus on the PPC had increased the PPC sales by 71% month on month and cut cost per sale 23% month on month.

- The business moved back into profit and the sales in Nov / Dec'10 were up 18.5% YoY

Client Testimonial:

"We called in our hour of need & you came! Through hard work, attention to detail & technical expertise you restored our Adwords campaigns to top performance. We are now hitting our targets again and on Dec 25th we will be celebrating an extremely profitable Q4 sales season. Well done & thanks from all at Big Tall Order."

- Nick Cooper, Managing Director, Big Tall Order