



Kidstuff

This Australian store has a large of stock of diverse products - unique and prestigious toy brands from all around the world, the biggest and best range of educational toys, as well as a delightful range of eclectic gifts and novelties. This is an Offline store that is developing Online sales. A very high level of CPA did not allow to quickly increase the budget of the advertising campaign and capture a large share in the market.

ABOUT:

- Trademark established in 1969
- Based in Adelaide, Australia
- Offline and Online store of goods for children
- www.kidstuff.com.au

GOALS:

- Increase average order value in 3 months by 15%
- Decrease CPO(cost per order) by 40% to reach profitability
- Redesign Google AdWords marketing strategy

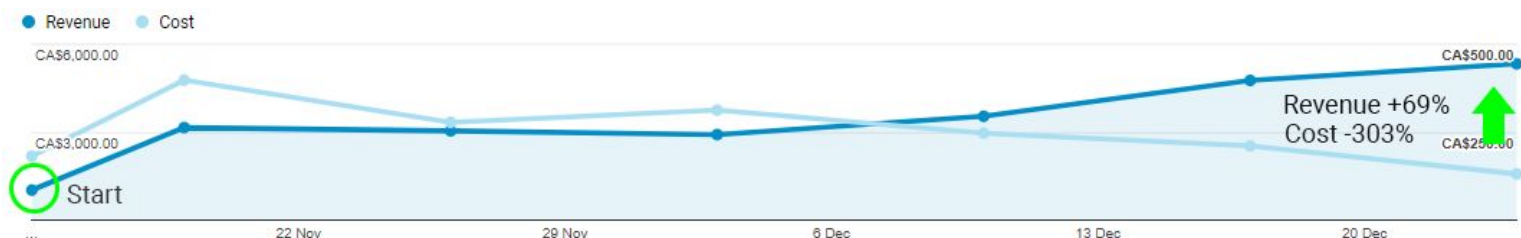
APPROACH:

- Setup enhanced ecommerce tracking
- Design a new ppc marketing plan
- Use several popular PPC platforms for search, display and mobile ads.
- Do new targetings/keywords and competitor research
- Redesign ad creatives, Test new call-to-actions and promotions
- Implement detailed customized reporting

RESULTS:

- CPO(cost per order) has reduced by ~ 40%
- Transactions have increased by ~ 60%
- Avg. order value has increased by ~ 20%

We had a goal to reduce CPO and costs almost twice and to increase profitability. As a result of advertising campaigns optimization costs and CPO have reduced by 40%. This reduction allowed to re-orientate free budget and to achieve transaction growth by 60% approx.



Warning! All our projects are under NDA. No exact data!