A Magic Pill Called PPC:

How We Promoted a Premium Audio Equipment Retailer from the UK During the Lockdown

PREMIUM SOUND
SPECIALIST HI-FI RETAILER

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CLIENT

Premium Sound is a Hi-Fi & home cinema equipment retailer represented with a chain of offline stores within the United Kingdom.

TASK

- Increase sales in the online store during the lockdown caused by COVID-19 and the closed offline stores;
- Reach a positive profitability of advertising campaigns.

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INITIAL DATA

Before contacting Promodo in February 2020, the retailer's team did very little to their online platform. There was an attempt to launch the advertising campaigns but, in the end, the cost of conversion exceeded the AOV by 2.5 times. The brand's priority continued to be their offline stores until the COVID-19 pandemic and the temporary closing of the offline market for several months changed everything. The Promodo team needed to increase sales through the online store, but also achieve positive profitability of advertising campaigns.

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SOLUTION

The premium music equipment market is a specific niche with its own characteristics. The AOV for the majority of brands represented at the Premium Sound online store starts from £1,000. The decision to purchase can take up to six months, both offline and online.

Before launching advertising campaigns, we visualised a customers journey from getting acquainted with the company to making the decision to purchase and divided it into five stages of the marketing funnel: awareness, consideration, preference, purchase and retention.

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AWARENESS

CONSIDERATION

PREFERENCE

PURCHASE

RETENTION

EDUCATE

SELL

MASS REACH

PPC

DIRECT MARKETING

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+

To immediately interact with customers who are ready to place an order, we focused on the three stages:

- **consideration (deferred demand),**
- **preference;**
- **purchase.**

We developed an advertising strategy that included the correct analytics setup and the launch of several digital tools at once.

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Setting up end-to-end analytics and launching advertising campaigns

Before launching advertising campaigns, our team reconfigured the project analytics. This helped us in the future to make the right decisions on scaling the advertising campaigns. To achieve accelerated data processing and further scaling, we used BigQuery.

The developed digital strategy was implemented thanks to the launch of:

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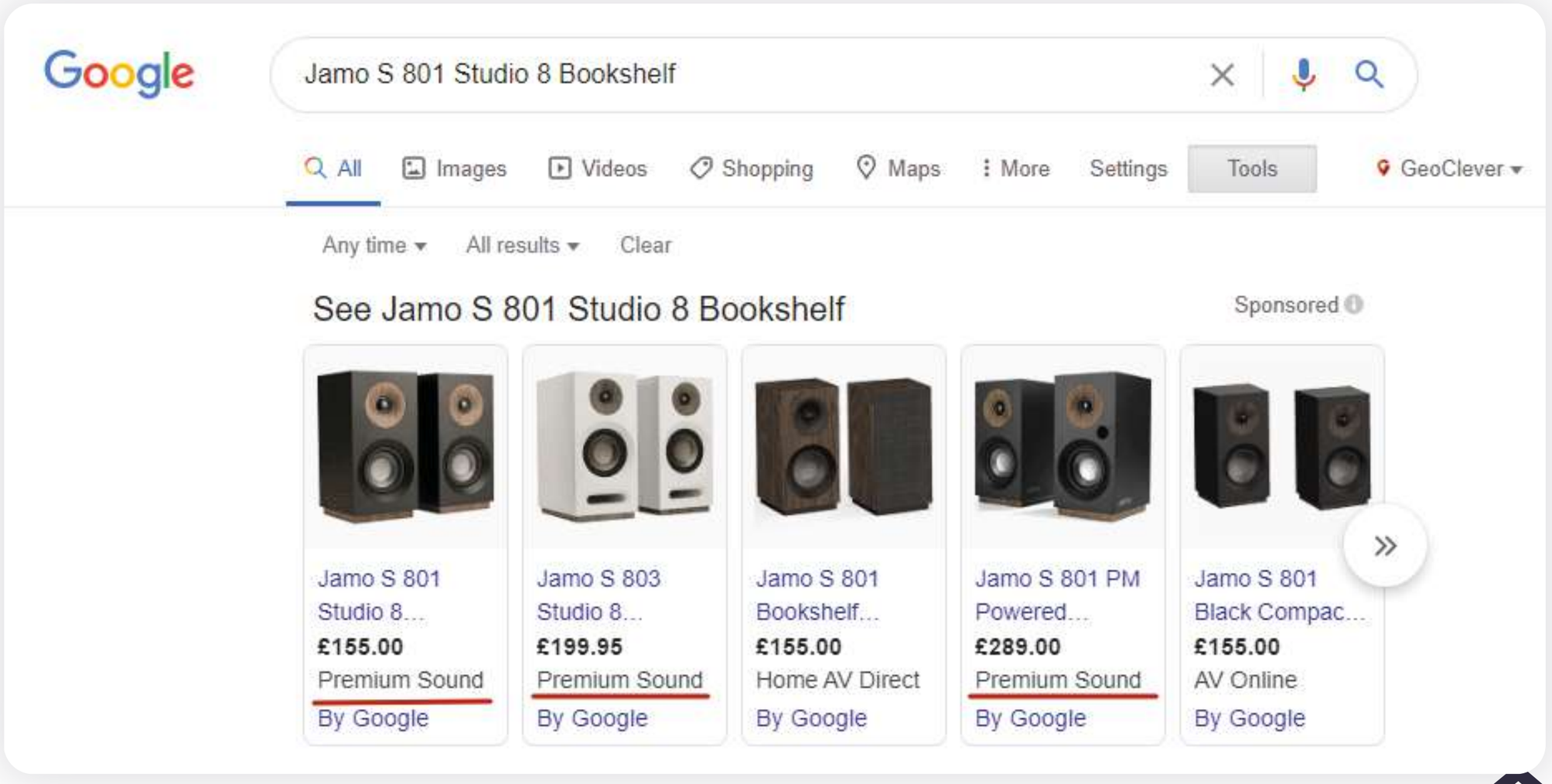
Smart Shopping



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DSA campaigns

DSA ads are a type of search ads that are created automatically based on website sections. These types of campaigns generate 5.5x more associated conversions than direct ones. This makes a significant advantage in our specific niche.

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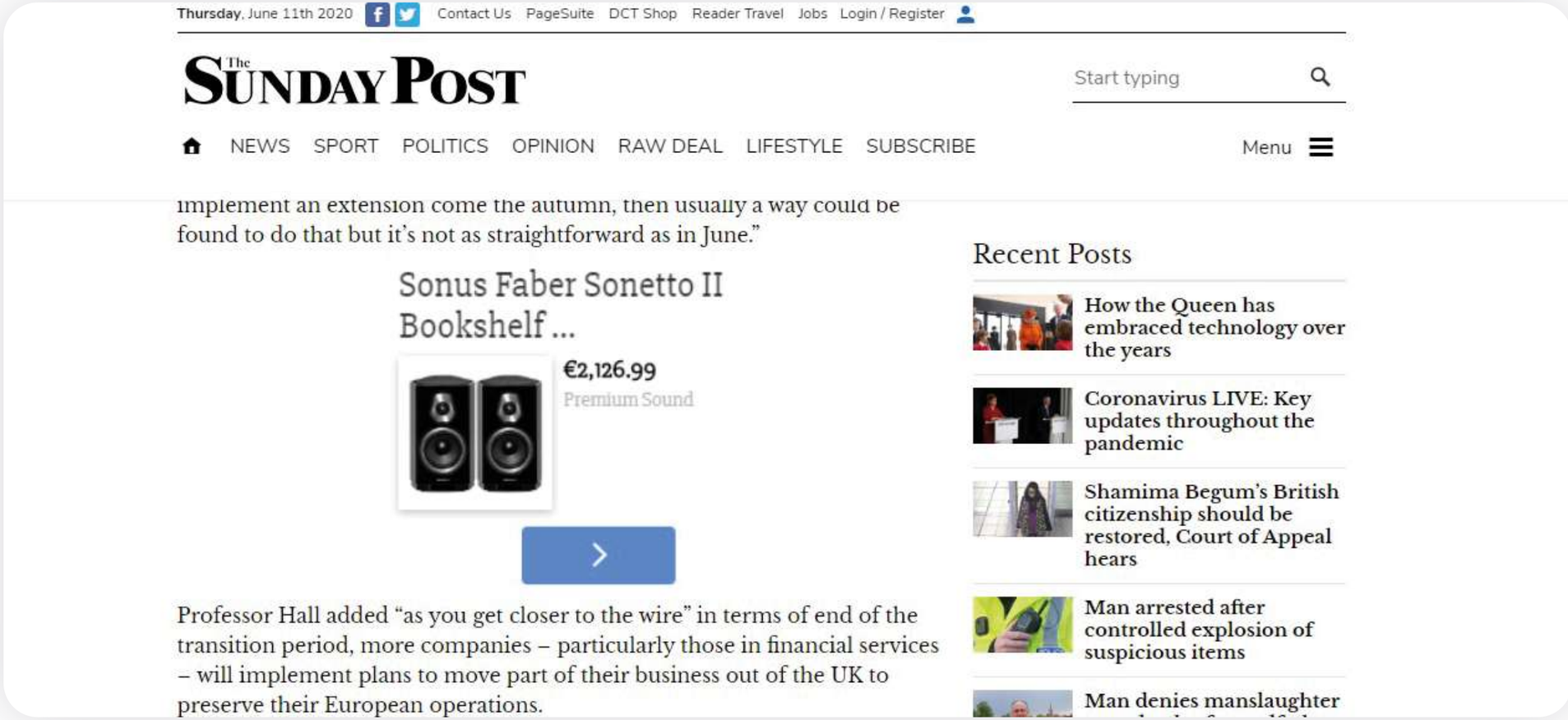
Dynamic remarketing in Google Ads



Search campaigns for priority brands

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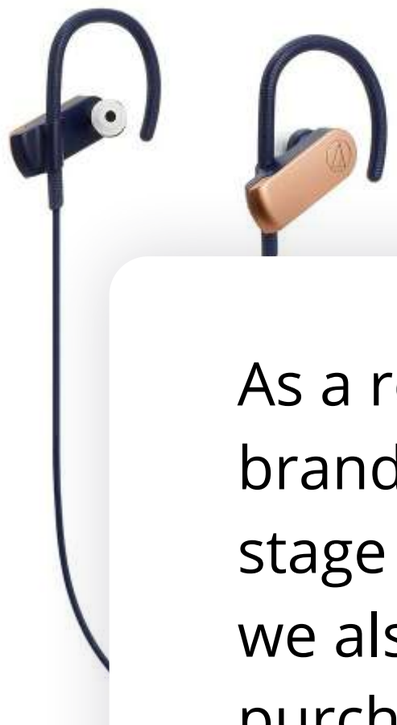
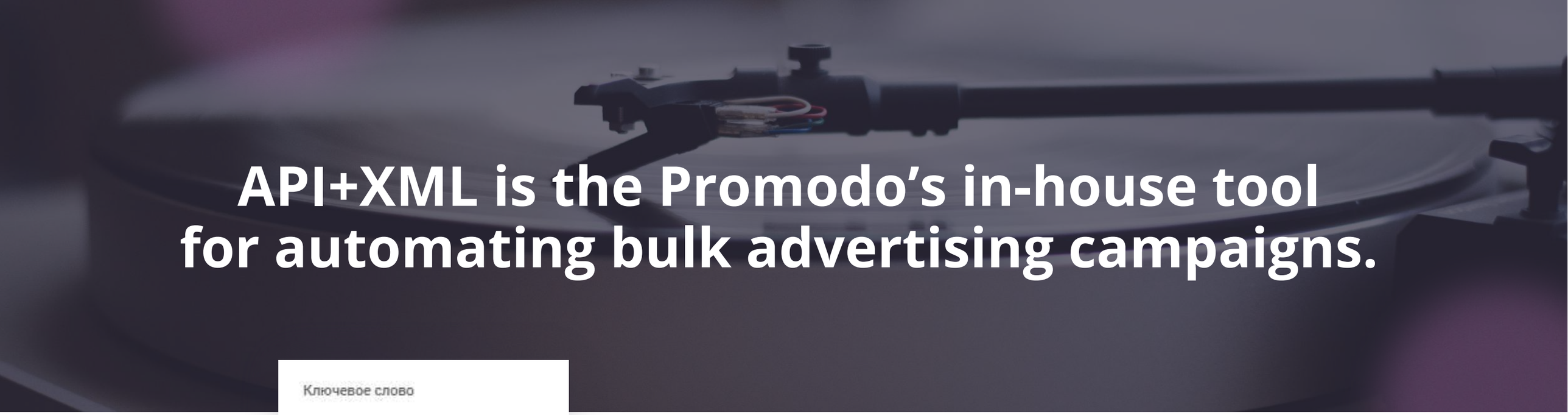


API+XML search

As a result, we used DSA campaigns, search campaigns for priority brands and dynamic remarketing to handle the consideration stage that generates deferred demand and Shopping campaigns, we also used API + XML for direct sales (the preference and purchase stages).

After ad campaigns were live for some time and it was possible to track their effectiveness, we abandoned the search campaigns since the CPC was significantly higher than in our API+XML campaigns.



API+XML is the Promodo’s in-house tool for automating bulk advertising campaigns.

Ключевое слово
+klipsch +awr-650 +outdoor +rock +speaker
[klipsch awr-650 outdoor rock]
+awr-650 +outdoor +rock +speaker
+awr-650 +outdoor +rock
[awr-650 outdoor rock]
"awr-650 outdoor rock speaker"
"klipsch awr-650 outdoor rock speaker"
[awr-650 outdoor rock speaker]
[klipsch awr-650 outdoor rock speaker]
+klipsch +awr-650 +outdoor +rock

+

With a broad breakdown of keywords, the tool allows us to get the maximum possible amount of relevant traffic from model campaigns. Flexible ads' customisation makes it possible to more accurately convey all the advantages of a product and a store while answering a specific request.

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WORK DURING THE LOCKDOWN PERIOD

At the end of March, when the lockdown due to the COVID-19 pandemic started for the UK, the retailer had to close all their offline stores. At this point, we already knew which online advertising campaigns worked best, so we gradually began to scale them.

This allowed the retailer to grow the income and transactions in relation to March by 615% and 315% respectively, while the budget was increased by only 35%.

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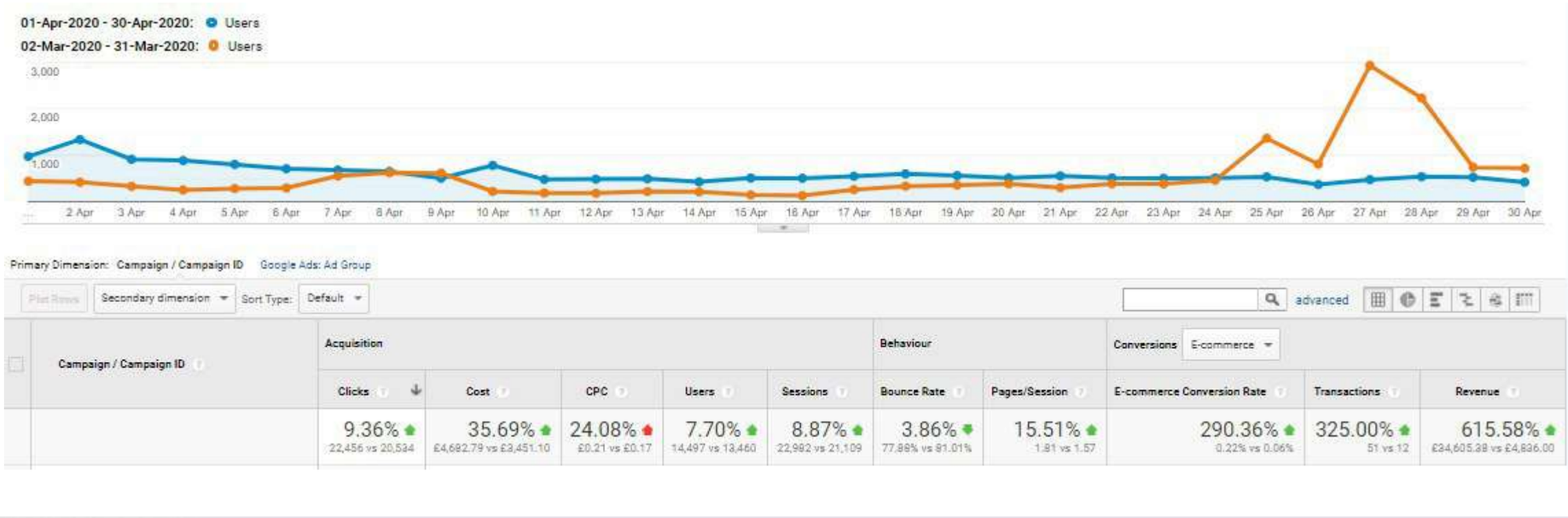

During the lockdown, we bet on the existing offline customers to actively place their orders online. In addition, in April we managed to achieve 640% ROMI. This allowed us to start advertising products with higher margins, increase budgets, optimise Smart Shopping and the API+XML campaign.

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WHERE DOES THAT GET US?

+62.5%

TRANSACTIONS

+92.8%

INCOME

With an increase in investments by 36.5% compared to April.

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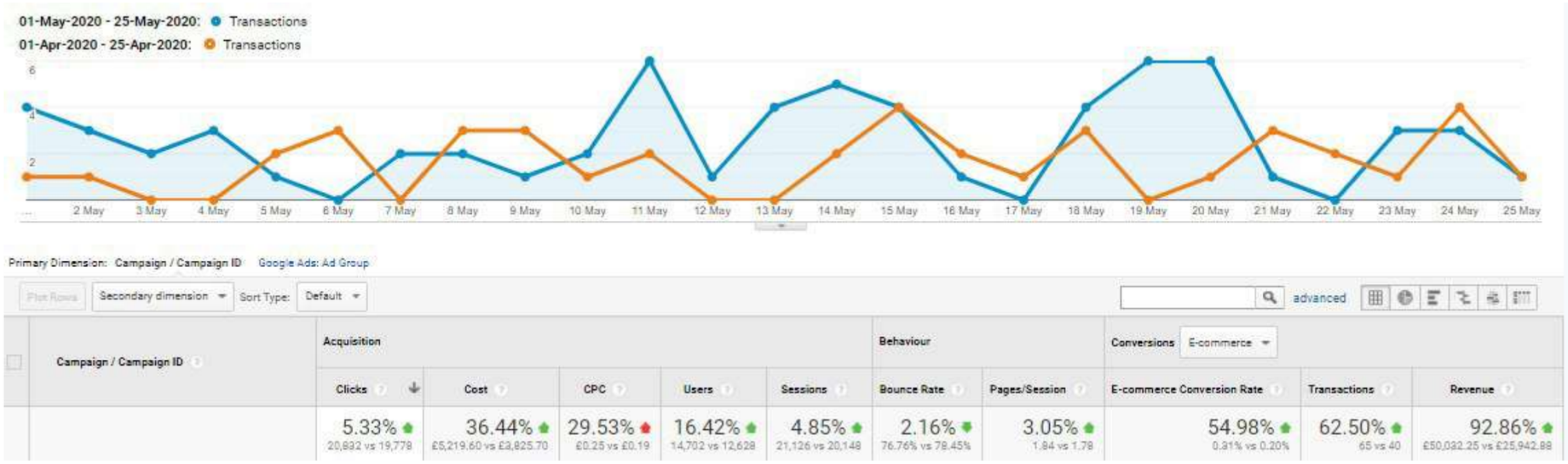

Primary Dimension: Campaign / Campaign ID Google Ads: Ad Group

Plot Rows | Secondary dimension | Sort Type: Default | advanced

Campaign / Campaign ID	Acquisition					Behaviour		Conversions E-commerce		
	Clicks	Cost	CPC	Users	Sessions	Bounce Rate	Pages/Session	E-commerce Conversion Rate	Transactions	Revenue
	5.33% 20,832 vs 19,778	36.44% £5,219.60 vs £3,825.70	29.53% £0.25 vs £0.19	16.42% 14,702 vs 12,628	4.85% 21,126 vs 20,148	2.16% 76.76% vs 78.45%	3.05% 1.94 vs 1.78	54.98% 0.31% vs 0.20%	62.50% 65 vs 40	92.86% £50,032.25 vs £25,942.88

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RESULTS

Our tasks were to both boost sales and increasing the retailers brand awareness.

Many online marketers habitually classify PPC ads as a tool for boosting direct sales. However, this type of advertising can be an effective means to increase brand awareness.

Using Google Ads allowed us to increase branded traffic on the Premium Sound request by 221%. In addition, we managed to double the AOV and increase the number of transactions by 75% since the launch of the ad campaigns.

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+75%

TRANSACTIONS
(CPA 6 TIMES)

700%

ROMI

+221%

BRANDED TRAFFIC

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WHAT’S NEXT?

- Launching Social Media Ads
- Building the brand's media presence (YouTube)
- Launch advertising in the other EU countries

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