



Marketing Case Study

Building and Growing a Consistently Efficient PPC Strategy For Black Sheep Wools



By Space 48

Background & Objectives

Black Sheep Wools are market leaders in the knitting, wools and craft arena that have over 30 years experience. Operating both in-store and on-line, the retailer stocks an extensive range of all the major brands in knitting, stitching and fabric. In itself, this has always meant that their natural listings are strong and have offered a great foundation on which to build further marketing activity.

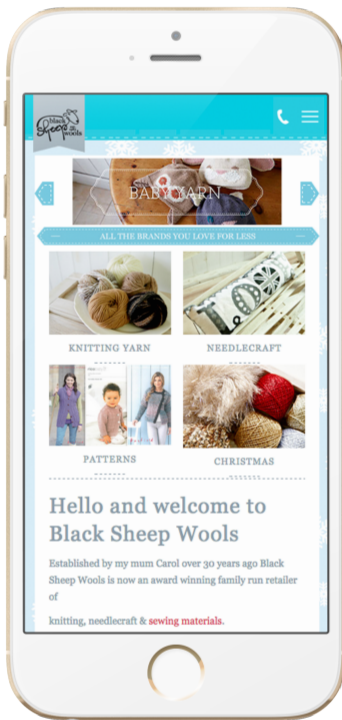
While the retailer has employed PPC as a key revenue driver in the past, poor performance caused them to lose faith in agencies and take the Adwords in house which they did during the earlier part of 2014. With large growth ambitions and further room for improvement in PPC, they decided in Spring last year that the time was right to review this approach and look for an eCommerce focused agency to really deliver growth in the PPC Channel.

Space 48 were identified as being specialists in PPC for eCommerce and highly focused on delivering portable ROI's from the activity they manage. As Black Sheep Wools are in a highly competitive industry, they were looking for a cost effective solution but also wanted to work with an agency that were passionate and collaborative when managing the account and we were appointed for a 3 month trial (although our services were retained due to the strong results we delivered).

The targets agreed to determine the success of the campaign were as follows:

- *Increase Sales Volume by 100%*
- *Reduce Cost Per Conversion by 10%*





Established over 30 years ago by Carol Mulvey, the store has remained in the family. Now run by Stephen and Sara, the award winning Black Sheep Wools has expanded its offerings online.

blacksheepwools.com

The Strategy

This strategy is all about profit margin, cash value and profitability. It was agreed to focus primarily on singular products. The practice of taking the emphasis away from brand generics should yield more sales via tailored and focused landing pages and less about product research.

The account was stripped back and granularly re-structured, separating brands, product types and individual items. Strategically, we needed a little rethinking with the addition of fabrics to the account due to the structure of the site map, but this remained product focused. We created an easy to manage and maintain account that highlights strengths and weaknesses. We also implemented mobile ads as the site has a mobile specific solution.

Negative keywords were refined and optimised to avoid conflicting ads for very similarly named items and also research search terms such as 'compare' and 'review' etc. Location bid adjustments were applied to relevant campaigns and scheduled bid adjustment rules applied across the account. The optimisations were put into action in conjunction with continual tracking and analysis.

To summarise we achieved the results through the following activity:

- *Restructure of the account*
- *Granular product led approach*
- *Highly focused PPC activity*
- *Refined use of negatives*
- *Mobile specific ads*

The above has been implemented for optimum efficiency and consistency of results.

Results

Our activity on the account delivered great results that far exceeded expectations. Compared to the five months prior (managed in-house), we increased conversions by 176% while reducing the cost per conversion by 19%. This delivered a 198% increase in PPC revenue, a result which the client was more than happy with.

Looking at the same calendar period last year (managed by another agency), results were again positive with conversions up 9%, revenue up by 6% and costs reduced by 14%. This is again a good performance and we feel gives us a strong basis on which to build.

Our improved results have given the team the confidence to plan for the future. Next year will see us continue to grow the account in new areas and increase the revenues and efficiency driven by PPC.

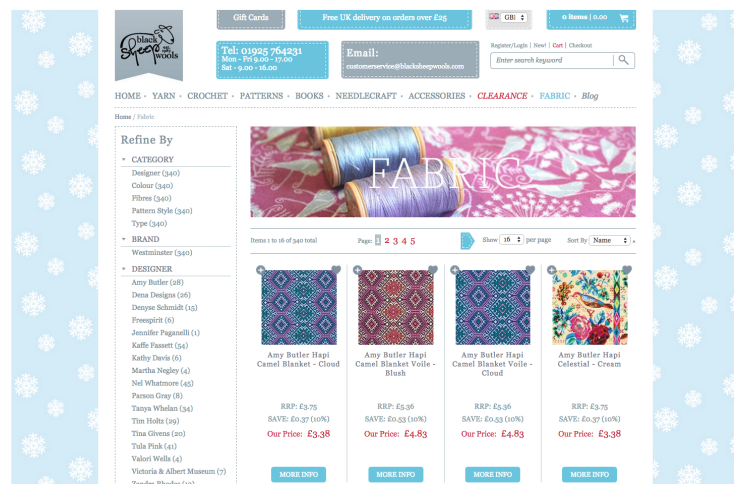
42%
Increase In
Click Through Rate (CTR)

15%
Uplift In
Conversion Rate

176%
Increase In
Conversions

198%
Increase In
Revenue

19%
Reduction In
Cost Per Conversion



"Since appointing Space 48 we have been delighted with the results and have had our most successful day of online sales ever, which is fantastic."

Stephen Mulvey, Managing Director, Black Sheep Wools

The above results are taken from both Black Sheep Wool's Google Analytics Account and Adwords Account for the following period:

March - July 2014 vs August - December 2014

"Space 48's expertise in digital marketing and eCommerce best practice has completely restored our faith in digital agencies. The service we get from Space 48 means that we can continue to expand our loyal customers during the busy festive period and beyond."

Stephen Mulvey, Managing Director, Black Sheep Wools



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