

CASE STUDY: EXCLUSIVE Increases Revenue by 59.5% and Efficiency by 89% for GlassesEtc.com.

Client

GlassesEtc.com

www.GlassesEtc.com

Partnered with EXCLUSIVE since February 2017



Background

The glasses industry is becoming increasingly homogenized as larger distributors with virtually unlimited advertising budgets dominate the market and reduce competitors. These problems were also compounded by Amazon's entrance into Google Shopping, which further increased the competition for ad space.

"With higher CPCs, mapped pricing constraints and a market driven by the latest trends, we needed a business-specific strategy that would encourage purchase intent while showing the right product for the right query," said Josh Anue, Product Ads Specialist at EXCLUSIVE. "This was a challenging-yet-rewarding strategy to implement."



Recommendation

We recommended a strategy with a comprehensive promotional approach, and specific targeting of high-value search terms.

Strategy

- **Search Query Funneling:** We carefully analyzed search query data from a cost and efficiency perspective, and found that queries containing part numbers converted at a much higher rate because they were product-specific; customers that searched for a part number knew exactly what they wanted and were more likely to buy. After parsing out all of the relevant data, we created a custom set of campaigns to target these searches. This unique structure allowed us to bid much more aggressively on the traffic we determined valuable, while also maintaining exposure for non-numeric search terms.
- **Promotions:** With some custom mapping, we were able to simultaneously run multiple Google Merchant Promotions for frames and lenses, and we ramped up our promotion efforts by routinely submitting new promotions to ancillary coupon sites. This encouraged additional purchase intent and differentiated GlassesEtc.com from websites that were only running single/one-off promotions.

Results

- ✓ Revenue increased 59.5 percent and efficiency increased 89 percent from February 2017 to June 2017, compared to the previous period.

This growth on Google Shopping was fueled by a collaborative working relationship between Kevin Merker and EXCLUSIVE. His industry knowledge coupled with our E-commerce experience has allowed GlassesEtc.com to compete with the largest companies and distributors.

*All statistics referenced in this study came from historical Google AdWords data for client **GlassesEtc.com** from 2016-2017*