



PUSHYS

Search Innovation Case Study

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Prepared by Finch-Profit Driven Advertising



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EXECUTIVE SUMMARY

This case study was created to show the benefits of partnering with an AdWords agency that offers programmatic technology coupled with the expertise of an AdWords Certified Customer Success Manager. This study presents the paid search challenges of an eCommerce company, Pushys. Pushys was created from a huge demand in the Australian marketplace for a cycling retailer who would be approachable to all cyclists and disciplines with strong customer service focus, while maintaining a wide range of products fully stocked year-round. The study also shows the plan that Finch, their chosen paid search partner, implemented to resolve their challenges, and the outcome to improve overall performance in this channel. At on-boarding, only two campaigns were being run: paid shopping and branded terms paid search. Over the course of this study Finch developed a non-brand paid search strategy. The study shows the strength of the non-brand paid search campaign - revenue increased an incredible 7,062.51%* while maintaining a decreased cost of sales of 1.13%.*

RESULTS OVERVIEW

Compared YoY Q1 2015-Q1 2016

Revenue*	+7063%
Cost of sales*	-1.13%
Clicks*	+4303%
Impressions*	+1568%
Click through rate*	+164.02%
Conversion rate*	+9.64%

“Finch is a proactive solutions-based provider whose own success is based on your success. Their systems are intelligently designed and can successfully support small boutique businesses through to large businesses with thousands of catalogue items. Finch’s core focus is to meet the marketing target that you set and optimise your campaigns to do just that. Pushys will continue to focus on growing our campaigns with the help of their systems and solutions.”

Michael Carlisle, Head of IT & Systems

CHALLENGE

Pushys focused on a brand only keyword strategy for paid search. They had a strong desire to increase market share, especially in the paid search channel. They were a profitable and solid business but noticed competitors were outranking them in the industry. They had non-branded search, but it struggled to generate revenue at their cost of sales target.

Additionally, they were getting unqualified traffic with the ads they were running. Updating was needed to make them more relevant to the products they were offering and queries being made.

Pushys had an effective website and widespread name recognition in the Australian market. They were interested in expanding their advertising reach, but due to thin product margins they have to maintain strict cost of sales goals in order to sell profitably online. With Google's continual growth as a resource for consumer research including cycling and accessories, Google Adwords offered a clear advantage as an advertising channel that Pushys could use to scale their business to an entirely new level. They just needed a partner who understood how to drive aggressive online revenue growth profitably.



SOLUTION

To get Pushys aimed at gaining market share Finch saw a huge growth potential outside of brand-related keywords. Finch's proprietary algorithm was needed to do the heavy lifting by reorganizing the campaign structure to be as granular as possible. This means that each keyword was placed in a Single Keyword Ad Group with a corresponding bid and conversion history, device modifier and remarketing audience.

The next step was to focus on building a keyword bank, then expanding those keywords using an exact match strategy to find as many relevant search queries as possible. Finch used broad match modified keywords sparingly to drive search term discovery, then added proprietary Dynamic Search Term Insertion (DSTI) to methodically build exact matches from converting queries. This creates new keywords based on converting search queries and traffic routing with a negative keyword strategy in order to grow high-quality keywords in the account. This ensures that highly relevant paid text ads are being displayed for the search terms that have led to purchases in the past.

To garner more relevant traffic, Finch cleaned up the keyword bank, adding cross negatives, and updated ad copy to be more relevant.

In order to keep up with Pushys' evolving business goals as a company and to stay abreast of changes with both AdWords features and the paid search marketplace as a whole, the Finch and Pushys teams met bi-weekly to assess the business impact of the campaigns, look at implementation needs and plan future growth strategy.

OUTCOME

Growth for Pushys' non-branded search campaign was measured by comparing Q1 2015 when they initially on-boarded to Q1 2016. Once Pushys and Finch partnered and began focusing on adding a non-branded search campaign, results improved dramatically. In one year's time, Pushys saw a revenue increase of 7062.51%.* During this same time, their cost of sales decreased by 1.13%.*

Assessing the standard metrics of clicks, impressions and CTR, the data shows that the campaign impressions increased by 1567.73%* and clicks increased by 4303.16%* which produced a CTR increase of 164.02%* and an increased conversion rate of 9.64%.* By adding this non-brand campaign, Pushys added additional revenue of 28.5% in the YoY comparison than when they ran only the brand campaign. This was also accomplished at a very low cost of sales of 3.86%* for non-brand search. Exact match keywords created via DSTI resulted in nearly 13% of the total revenue.

Pushys now dominates their market against its toughest competitors. The success of the non-brand paid search campaign has proven to impact market share they needed to get to the next level. Pushys Head of IT, Michael Carlisle says, "Finch is a proactive solutions-based provider whose own success is based on your success. Pushys has been impressed with the results that Finch has delivered and will continue to focus on growing our campaigns with the help of their systems and solutions. They don't succeed unless the company they are supporting succeeds."

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* Information gathered from Google AdWords