

Growing Revenues Together

Christies Direct is a leading global supplier of dog grooming products, established in 1992 by Colin Christie. It generates a significant percentage of its revenue through its online presence at www.christiesdirect.com.



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Finch is proactive and has capabilities for our account that would be unimaginable for us to do ourselves.

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—Nadine Ritchie,
Digital Marketing Executive, Christie's Direct

Over the past five years, Christies Direct has steadily grown its online revenues. And like many online retailers, it was challenged to generate revenue growth at a stable return on advertising spend (ROAS) while also achieving its margin and profit targets. The challenge was compounded by its large, complex product line and manual ad management.

To better meet the challenge, in 2015, Christies Direct partnered with [Finch](#) to use targeted online advertising and available data to drive profitable, higher-conversion traffic to Christies Direct's sales channels.

HOW FINCH DRIVES THE RIGHT TRAFFIC TO CHRISTIES DIRECT

In 2015, Christies Direct realized it needed to drive more traffic to its site through digital marketing. It needed a solution to scale its marketing efforts using existing data in an efficient, cost-effective way. So, Christies Direct adopted the [Finch Platform](#) that automates the optimization of ad campaigns using proven performance data.

The companies partnered to bring their unique skills and experience to develop a strategy to meet Christies' needs. To scale Christies' online marketing efforts, Christies Direct product expertise combines with the Finch Customer Success team's expertise in digital advertising across multiple platforms and the Finch Advertising Management Platform's scalable optimization capabilities.

Finch then worked on Christies Direct's feed specification to determine the granular nature of the keyword feed. This enables the use of a number of custom PPC keyword combinations that are automatically created and include a variety of attributes, such as brand, category, and product names.

Finch leverages the consistency of the keyword feed to further optimize and expand on keywords and drive profitable, higher-conversion traffic to Christies Direct using the Finch Advertising Management Platform.

Finch's proprietary technology helps Christies Direct use its performance data to automatically reorganize its campaign structure to be as granular — and as effective — as possible by automatically:

- **Bidding on the product or keyword level** to let Christies Direct grow without wasting money.
- **Eliminating over and underspend.** Money is spent on the keywords and products where it makes the most sense based on performance data.
- **Automating marketing campaigns while maintaining the flexibility to intervene and control performance** when needed.
- **Promoting Christies Direct's branded products**, which sell at a higher margin.

To further expand Christies Direct's keywords set, Finch uses dynamic search ad (DSA) campaigns in combination with Finch's automated dynamic search term insertion (DSTI) feature. Dynamic search ad campaigns use a company's website content to target ads and help fill in the gaps in keyword-based campaigns. The Finch Platform takes it one step further. Its software automatically analyzes search terms of the DSA campaigns that converted in the past. Based on the analysis, the DSTI feature effectively expands the existing keywords by adding the keywords as an exact match to running Google Search campaigns.

THE RESULTS

At launch in 2015, Finch helped Christies Direct with Google Search and Shopping Ads with campaigns that targeted customers in Ireland, UK, and the US. The result was a boost in revenue for Christies Direct of 178% that first year.

Since 2015, Finch has continued running Search and Shopping campaigns for Christies Direct on Google. It has also launched campaigns on Bing, extended the campaigns' target markets gradually, and introduced new campaign types, such as dynamic remarketing and showcase campaigns.

The result: since 2015, Christies Direct has grown revenues more than 27 times simply by taking advantage of targeted online advertising and partnering with Finch.

With Finch, Christie's has scaled its business and grown revenues across multiple channels, campaign types, and regions. All while keeping its ROAS at the level needed for Christies Direct to remain profitable and cost-effective.

SUMMARY

Christies Direct has met its goal to maintain cost-effectiveness while ensuring year-over-year growth every year since partnering with Finch. In a fast-changing digital marketing landscape, its success is a direct outcome of the collaboration and mutual commitment to its goal with Finch.

Today, Christies Direct continues to bring product innovation to the marketplace. And it continues to grow revenues at a sustainable level. The keyword feed constantly delivers product information and keywords for Christies' efforts. And Finch efficiently and automatically optimizes keywords and drives profitable traffic to Christies Direct's website. And the Christies Direct and Finch partnership continues to promote reach, speed, and digital marketing optimization at a stable, profitable ROAS.

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Expansion-wise, we are always looking at new markets, and that really is where Finch comes in. It's that end-market knowledge that they have and the expertise and knowledge that they have of different markets and analyzing our current trends.

—Nadine Ritchie, Digital Marketing Executive, Christie's Direct

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