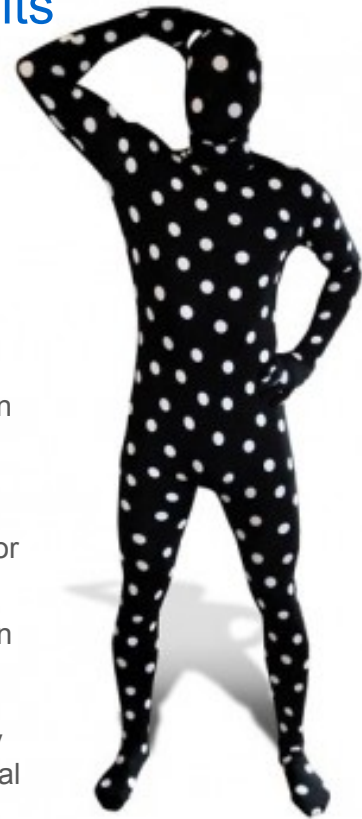


Online retailer Morphsuits sees e-commerce revenue jump by 60%



With 750,000 fans on Facebook (more than brands such as Reebok and Toyota) and online stores in 13 different countries, Morphsuits had managed to do what many brands dream of – build a huge base of loyal fans that love their products.

www.morphsuits.com

Adwords account optimisation delivers a 60% increase in revenue, in just 3 months, for fancy dress sensation Morphsuits.

Morphsuits is the brainchild of 3 guys who love fancy dress. They've turned a passion for having fun into a great online retailing business that is going from strength to strength. The business sells 'morphsuits' a weird (yet wonderful) outfit that is perfect for stag-dos, parties and just having fun.

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The screenshot shows the Morphsuits website interface. At the top, there is a navigation bar with links for Home, Morphsuits, Accessories, FAQs, and Sizes. A shopping cart icon shows £0.00. The main content area features a large image of a person in a blue Morphsuit with a white saltire (Scottish flag). To the right of the image, the product title is "Scotland Morphsuit" with a price of £39.95 and availability information. Below the title, there are social media sharing options and a list of product features: "Breathe, see and even drink through a Morphsuit" and "Made from 100% Lycra. Machine washable." The bottom section contains a size selection dropdown (set to XXL), a quantity selector (set to 1), and a special offer: "Buy 5 or more suits & save £5 on each suit". There are "Add to Basket" and "Add to wishlist" buttons.

Morphsuits needed to make sure they had a strong enough search engine presence to support the rapidly increasing demand for their products. It was also important that profitability margins weren't eroded as advertising costs grew.

Google Analytics

Google Analytics is a free tool which shows you which sites, search engines, and keywords refer your traffic and how visitors interact with your site

<http://www.google.com/analytics/>

Adwords Campaign Optimisation Objectives

The Morphsuits team had two key objectives for their Adwords campaigns:

1. To increase ROI
2. To grow e-commerce revenue

Approach to Adwords Optimisation

The ConversionWorks team focused on implementing a widescale adcopy overhaul to more aggressively communicate Morphsuits' USPs.

Ads were deep linked to appropriate landing pages - a user searching on "red morphsuit" for example would be taken directly through to the red morphsuit page.



Many long-tail keywords were added and bid optimisation techniques were used to control average click costs. Various ad extensions were rolled out in-order to gain more real-estate on the search engine results page, with Adwords Product Extensions in particular working extremely well for the campaign.

The Results

In just three months, ConversionWorks had delivered some outstanding results:

- 60% increase in sales revenue, with just a 9% increase in advertising spend
- 45% increase in ROI across the 3 key markets - UK, US & AU.