

The Conran Shop



THE CONRAN SHOP

"A brilliant agency to work with - productive, efficient and very supportive."

William George, The Conran Shop

Mirroring offline marketing activity online results in 56% boost in revenue and 113% increase in new users

The Conran Shop is a leading luxury retailer, focusing on both timeless and cutting edge furniture and homeware designs.

They came to ConversionWorks with the aim of increasing revenue generated during their annual 50% Off Summer Sale and also to increase the number of new shoppers on their website

Strategy

Due to the high levels of industry competition, focusing on generic and brand search terms would be a poor use of marketing budget.

To avoid high CPCs we decided to focus our main efforts on the Google Display Network.

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Increase in sales
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year-on-year

113%
Increase in new
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Our initial strategy was to reinforce The Conran Shop's offline marketing efforts by targeting ad placements on the websites of publications in which their print ads were appearing.

In addition to the above, we also used affinity and in-market audiences to target additional customer segments, for example, audiences interested in the different facets of luxury furniture and interior design.

Finally, we introduced countdown ad customisers to create a sense of urgency in those that viewed the Search Network text ads -- that 50% discount can only last for so long!

Results

- 56% increase in sale revenue, year on year
- 113% increase in new users on the website, year on year
- Brand awareness boosted with over nine million impressions across the Display Network

By focusing on cost-effectiveness and creating a clear link between The Conran Shop's digital and print marketing, we were able to meet all of our client's objectives.

