Kazar®

PREMIER Google Partner

bluerank

Kazar increased sales

by over 1600% in mobile channel

Kazar®

CLIENT: Kazar
FIELD: Paid Search, SEO, Digital Analytics

PREMIER Google Partner

Reach:
Poland

Sector:
Fashion

Launch of operation:
January 2016

Duration:
9 months

bluerank

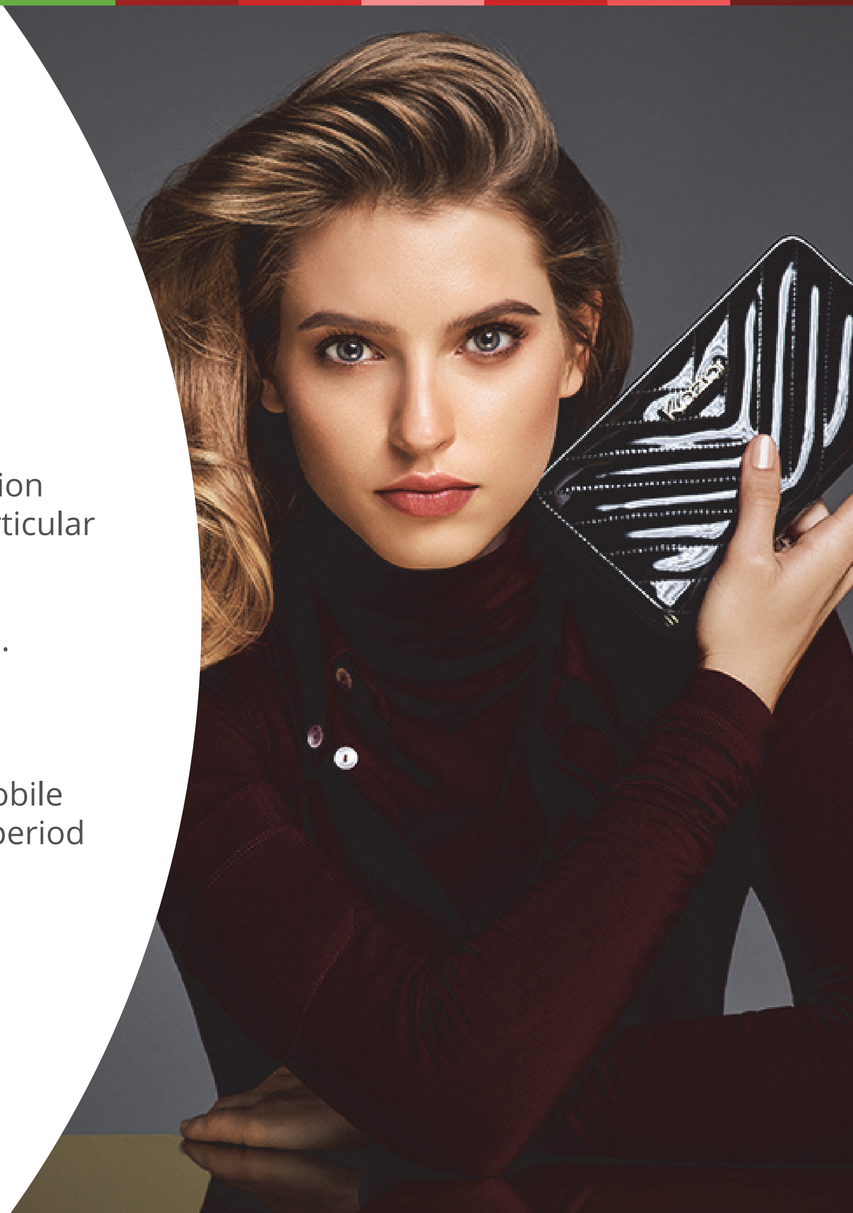
About Kazar

Kazar is a brand which presents top fashion and trends. Kazar shoe collections are unique and are the ideal complement to the modern active lifestyle of a man and a woman.

They combine the avantgarde and good style with the unconditional devotion to quality. Modern design and the precise finishes are accompanied by particular attention to every detail.

The Kazar brand sells shoes, handbags and accessories in-store and online.

Kazar has cooperated with Bluerank for nearly 3 years. Actions pursued by the agency focus on brand promotion in organic and premium search results. In this material we publish results of advertising activities in the mobile sector carried out from 1 January to 15 September 2015 compared to the period from 1 January to 15 September 2016.



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Mobile channel challenges:

- increase sales revenues by **300%**
- increase in the number of conversions by **500%**
- increase ROI by **100%**
- reach more smartphone users

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Strategy and solutions implemented:

Facing the challenges posed by Bluerank required implementation of modern tools and innovative solutions to use Google technology in a way that guarantees achievement of goals by the customer. While carrying out activities primarily aimed at increasing sales, we focused on the most effective ways of reaching potential Kazar customers who actively use mobile devices. We used the following tools:

#DoubleClick Search

Our advertisements were to reach everyday users of mobile devices. We used DoubleClick Search for better optimisation of the campaign, the analysis of effectiveness of individual keywords and automatic adjustment of advertising rates with particular focus on the mobile campaigns. By implementing floodlight codes on the customer's website we were able to source extensive information about users and their behaviour on the site, which was extremely valuable for the campaign.

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#Beta versions of Google products

In implementing the campaign for Kazar, we actively used beta versions of new Google products, such as PLA + RLSA (based on remarketing lists from Google Analytics), Customer Match, Expanded Text Ads and Dynamic Elastic Ads, which allowed us to easily adapt advertising to the size of the mobile device on which it was displayed.

#Analytical tools

We monitored the effectiveness of actions on the ongoing basis, by using analytical tools such as Google Analytics, Search Metrics or Google Trends. With Google Analytics reports and our analyses we were able to optimise the advertising message targeted at Kazar customers.

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#Other tools to reach recipients

In our actions we actively used features provided by tools such as Gmail Ads, PLA, DSA+RLSA, RLSA, DoubleClick Inventory Management Campaigns and PLA+RLSA.

We very actively cooperated with the customer team from which we received extensive, valuable information on customer behaviour in-store, which considerably helped us to customize messages and address them to the right people in the right way. We also promoted events and current promotions in-store.

In the advertising campaign for Kazar, Bluerank is also using Google Analytics recipient lists for more effective determination of rates and advertisement targeting. Besides standard methods of dividing to segments, it also uses Google Analytics smart lists to target advertisements to search network users who were previously considerably interested in the Kazar website. Through these actions, the click cost fell by 36%, and the conversion ratio increased by nearly 125%.

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Effects*:

2 230%
increase in the number of conversions

300%
increase in expenses

300%
increase in ROAS

1 690%
increase in sales revenues

*all figures year on year (YoY)

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Effects*:

160%
increase in CTR

125%
increase in the conversion rate

142%
increase in the number of displays

36%
decrease in CPC

*all figures year on year (YoY)

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OUR MOBILE CAMPAIGN FOR KAZAR

HAS BEEN NOMINATED
IN INTERNATIONAL COMPETITION

GOOGLE PREMIER PARTNER AWARDS 2016

IN

MOBILE PERFORMANCE AWARD

CATEGORY