Cały dla małych !

PREMIER Google Partner

bluerank

SMYK builds brand coverage and increases sales through the Display campaign

CLIENT: SMYK
FIELD: Google Display Network - remarketing

Reach:
Poland

Sector:
Children's wear&toys

Launch of operation:
January 2016

Duration:
9 months

About SMYK

SMYK is an international chain of specialized shops with products for children. It offers everything that children need and dream about. The widest selection of top quality products for children aged 0-14 can be found in-store and online, at most attractive prices. The shops guarantee professional service and specialized assistants.

Bluerank has cooperated with the SMYK brand for 5 years. In the period of the described success story, the biggest challenge to the effective advertising campaign for smyk.com online store was launching the new version of the site and the increased activity of the competitors. Another element of the SEM action strategy implemented by us was the use of Google Display Network with particular focus on actions based on remarketing. In this material we publish results of advertising activities in the display area carried out from 1 January to 15 September 2015 compared to the period from 1 January to 15 September 2016.

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Challenges:

- increase the sales revenues
- increase the number of transactions
- reduce the cost per click
- increase the number of sessions

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Strategy and solutions implemented

To achieve the goals set, we used a set of tools available in the Google advertising network (GDN). With the ability to combine various ways of targeting the advertisements, we were able to present smyk.com ads to the right users at the right time. With the display campaign, we reached a large group of users whom we effectively encouraged to complete the purchase, through remarketing activity.

In the campaign we used a full range of tools to retarget the user – these included traditional text and graphics campaigns as well as fully-fledged dynamic remarketing campaigns based on user segmentation, for example by the period since their visit to the site.

We did not forget about engaging formats – for example implementation of a Lightbox type ad connected with targeting to customer lists.

In conclusion, a successful combination of news from the Google service portfolio with pre-developed best practices allowed us to achieve extraordinary results and contribute to expansion of cooperation with the customer.

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#Remarketing with Google Analytics

By using the Google Analytics tool, we created remarketing lists based on user behaviour for smyk.com. Detailed recipient lists allowed us to reach the users depending on their website behaviour or based on their historical purchasing information. Integration with Google Merchant Center supported the dynamic remarketing, so the users were able to see the ads with personalised offers.

#Beta versions of Google products

As part of display activity, we decided to test one of the most interesting new Google AdWords products, namely Dynamic Elastic Ads. These advertisements adjust their size, appearance, and format to fit just about any available ad space, allowed us to increase the reach and achieve better click-through rate (CTR) for our display ads.

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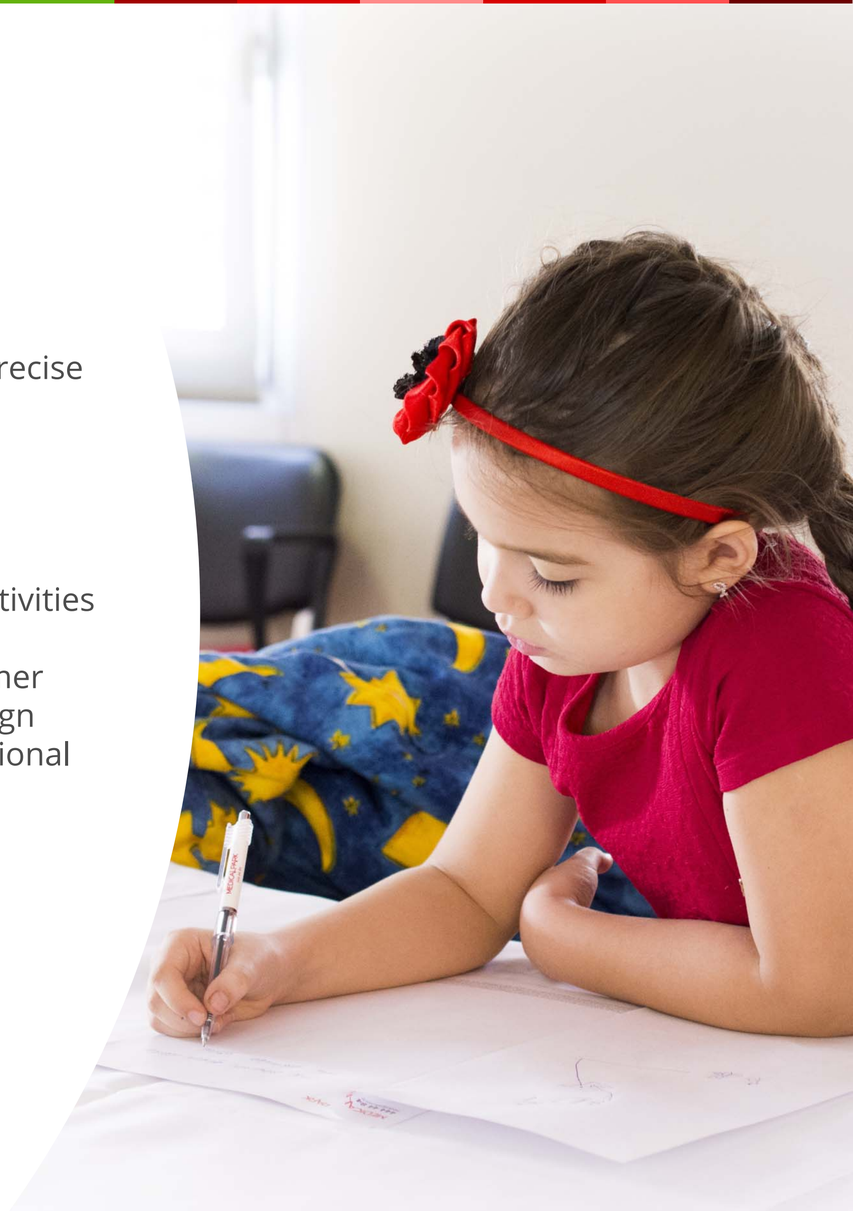
#Analytical tools

It would not be possible to build effective remarketing lists without Google Analytics. This tool allowed us to group users and based on this deliver a precise message. Fast preparation and launch of the remarketing campaign in GDN allowed us to deploy remarketing tags using the implemented Google Tag Manager. This allowed us to take the load off Customer's IT resources and to launch advertising activities effectively.

It is also worth stressing that we adapted our online campaign to offline activities pre-planned by the Customer. As a result of integration of these activities, the target group of persons interested in buying products from our Customer was able to see the ad about collection from the nearest shop. The campaign was also carried out in parallel with other advertising activities in the traditional media, such as radio or TV.



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Effects*:

301%
increase in the number of sessions

232%
increase in sales revenues

248%
increase in the number of transactions

19%
drop in CPC

*all figures year on year (YoY)

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OUR SEARCH CAMPAIGN FOR SMYK

HAS BEEN AWARDED
IN INTERNATIONAL COMPETITION

GOOGLE PREMIER PARTNER AWARDS 2016

IN

DISPLAY PERFORMANCE AWARD

CATEGORY