

Entry: iProspect and Journeys



Challenge

Journeys is a leader in the teen specialty retail space with more than 800 stores in North America. Since 2006, iProspect has driven digital performance for the brand across channels, including paid search, SEO, content generation, and performance display.

The brand must continually keep pace with its young, trendy, and savvy consumers. To capture the intent of potential shoppers, Journeys depends on a sophisticated search-marketing program that includes a massive keyword inventory to properly represent their extensive inventory across its own brand name and the brands it carries.

Solution

We worked with Kenshoo to find the most intelligent and efficient tool that would automate Journeys' manual bid process. By using the Kenshoo Portfolio Optimizer, Journeys could now meet the rapidly changing needs of their 13 to 22-year-old consumer base and allow the retailer to maintain high visibility while continuing to meet ROI targets and maximize revenue.

Results

Not only did we maximize campaign results in search, but also we were able to apply the tool to bidding in mobile, saving Journeys additional time and money.

After launching KPO in September 2013, Journeys saw a 39% lift in e-commerce revenue via search year-over-year (September 2013 vs. September 2012). This resulted in average daily revenue between September and October 2013 that was 77% higher than the same period in 2012. In turn, revenues and ROI became more consistent with the client's target. Due to increased relevancy, positive year-over-year results were seen over other key metrics:

- 40% increase in clicks
- Conversions were up by 37%
- 33% gain in profit (calculated by subtracting cost from revenue)

"iProspect ran the KPO optimizer in early September 2013. The resulting effect on revenue was immediate. The program enabled us to maintain scalability in a way that had a positive impact on our SEM campaigns. I believe iProspect would agree that we could now react much faster to marketplace trends. We have been very pleased with the performance of the Kenshoo KPO and look forward to even greater efficiencies as the algorithm continues to gather data." – John Tighe, SVP Direct to Consumer at The Journeys Group.

