

Kenshoo and AsiaPac Net Media Help Leading Online Fashion Company Achieve up to 15x Increase in Sales and Revenue

BACKGROUND



A leading Japanese fashion online retailer who has multiple locations across Asia, approached AsiaPac Net Media to help drive more targeted online engagement to increase sales conversions, add new members, and reduce the cost per order (CPO) in the Hong Kong market.

CHALLENGES

- ▶ More efficiently reach highly targeted audiences to combat large exposure with low conversions
- ▶ Increase new customers as 89% of current sales were returning customers
- ▶ Reduce average cost per new order which was 40x higher than orders for repeat customers

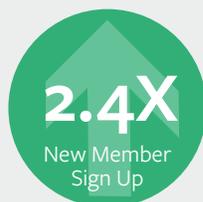
SOLUTION

AsiaPac Net Media partnered with Kenshoo to help increase the performance and ROI of the online fashion retailer's digital campaigns across channels and devices. Kenshoo provided the brand with deeper insights to more efficiently manage, automate, and optimise its paid search and social campaigns.

The AsiaPac team leveraged Kenshoo Search™ to delete over 7,500 under-performing keywords and replace them with approximately 3,000 newly identified and expanded keywords. Kenshoo's advanced algorithms helped ensure that every dollar spent would be the optimal investment across the portfolio of keywords. With the Kenshoo bid policies enabled, the team was able to gradually lower bid costs and achieve the maximum cost effectiveness while still driving high conversions.

Additionally the online retailer was able to quickly and efficiently set multiple paid search ads with custom ad creative for hundreds of groups. These could be automatically executed across a range of channels and devices, including Yahoo and Google ad extensions on both desktop and mobile. In conjunction with its Facebook and display advertising efforts, Kenshoo enabled the retailer to target specific audiences with demonstrated intent to create highly targeted, cross-channel campaigns.

RESULTS



Within one month of leveraging Kenshoo's actionable intelligence, the online retailer's sales and revenue had increased by 2.5x with an incredible 15x boost when aligned with an anniversary promotion campaign. New member sign up also increased by 2.4x overall and 4x during the promotion.

After only two weeks, the cost per order (CPO) had significantly decreased by 16% for repeat buyers, and a staggering 61% for first-time buyers, indicating Kenshoo's ability to optimise towards the most valued customers. A further decrease of 45% was realised during the anniversary promotion.

AsiaPac will continue to extend this integrated approach to the retailer's digital campaign by leveraging the combined power of Kenshoo Search and Kenshoo Social™ to help drive incremental gains and automate campaigns across channels.