

SmartBuyGlasses Boosts Sales by 60% After Implementing Kenshoo Infinity Suite

BACKGROUND



The SmartBuyGlasses Optical Group, operated by Motion Global, is one of the world's largest designer eyewear e-commerce companies. The company has offices in Hong Kong, Shanghai, and Italy as well as distribution centers on all major continents, distributing over 80 designer eyewear brands such as Calvin Klein, Fendi, Gucci, and Marc Jacobs via a sophisticated e-commerce system. To support its intricate operations, SmartBuyGlasses turned to Kenshoo to create a search and social advertising program that enables the company to keep costs low and grow its business across the globe.

CHALLENGE

The SmartBuyGlasses Optical Group was looking for a cross-publisher solution to help automate its search and social advertising campaigns to become more efficient, as it operates in 15 different languages and across multiple continents. Automating keyword bidding, managing multiple search engines, and providing advanced reporting were key needs for the team to be able to improve workflow and drive higher conversion rates and ROI across search. In social, the company's aim was to increase ROI by driving more traffic and conversions to its website at a lower cost.

SOLUTION

By leveraging the Kenshoo Infinity Suite and its agile marketing solutions, SmartBuyGlasses was able to:

Automate Bidding with Kenshoo Portfolio Optimizer™ (KPO)

The Group's objective was to improve efficiency in order to increase the number of conversions whilst keeping its cost per acquisition (CPA) low. To do this, the team leveraged KPO to optimize bids towards a portfolio-level CPA goal, set to a specific dollar value.

SmartBuyGlasses was able to scale and automate this across all of its campaigns by executing bid management in bulk.

Integrate Multiple Search Engines

Kenshoo enabled the SmartBuyGlasses Optical Group to easily integrate multiple search engines to streamline campaign management. As it operates across multiple countries, this was essential to help create consistent campaigns. With Kenshoo's automated solutions, the team gained operational efficiencies that allowed them to better allocate their account management resources.

Organize and Control Campaigns Using Kenshoo Dimensions

SmartBuyGlasses deployed Kenshoo Dimensions to help better organize and label ad copy and campaigns for more than 1500 campaigns across 40 markets using 15 languages. Dimensions allowed the team to categorize program elements and create groups that extend beyond their native campaign hierarchy. SmartBuyGlasses generated daily, weekly, and monthly reports to accurately pinpoint

shifts in performance and easily copy campaigns and apply learnings in conversions across publishers in other markets and countries.

Leverage Learnings from Search to Power Social Advertising

To drive more traffic and conversions to its website at a lower cost, SmartBuyGlasses launched retargeting through Dynamic Product Ads and leveraged the Facebook Pixel to target customers who visited product pages or the checkout but did not convert. The group found that focusing on engaged leads delivered a better ROI, and as such, retargeting became a primary tactic for the team. This approach meant the company could focus on consumers with high purchase intent.

RESULTS

Since implementing the Kenshoo Infinity, SmartBuyGlasses increased sales by up to 60% compared to last year with a 92% increase in conversions. In the last quarter, SmartBuyGlasses and its associated domains also secured a 15% decrease in overall CPA. The team also significantly increased efficiency resulting in them reducing resources managing search campaigns.

The company is now looking to take intent-based marketing even further by adopting Kenshoo's Intent-Driven Audiences to automatically create Facebook Custom Audiences based on the intent consumers demonstrate in their search activity.



“ The digital advertising solutions delivered by Kenshoo have resulted in a dramatic improvement in the company’s sales performance, conversions, and cost control across many of our key markets.”

— Augustin du Mesnildot, Global Digital Marketing Manager, SmartBuyGlasses Optical Group