

Terrys Fabrics Case Study

WHO ARE INSIDE ONLINE?

Lovers of online media, commercially minded, plain speaking, engaging, qualified and client centred. We are a specialised online marketing agency formed by top agency executives with a shared inspiration to build something better. Based in the North of England, we believe in delivering bottom line profits for our clients by creating finely tuned online marketing strategies, and delivering them with precise technology and inspired management.

“Working with Inside Online has resulted in an incredible increase in our turnover, their approach is outstanding”

Director – Terrys Fabrics

TERRYS FABRICS

Terry’s Fabrics retail in a wide and growing selection of home furnishings, from ready-made curtains and blinds, made to measure products, rugs, bedding and cushions. Terry’s Fabrics first launched into online retail back in 2006, working with several digital agencies before finding the Inside Online team back in 2008.

Working with us, Terrys achieved a 20% improvement in conversion rates across the board

Inside Online delivered a 10% decrease in cost per sale for Terrys Fabrics within the first 3 months

Summary

Terrys Fabrics had been a long time exponent of SEO when they began talking to Inside Online regarding their PPC campaign. However they had always struggled to get the PPC channel working efficiently or to any level of ROI. During their journey they had worked with a number of agencies who had all relied on technology in both the build and management of the campaign. As such we faced a number of challenges.

Challenges

* Although meant to be representative of the inventory that Terry’s Fabrics offered, the reliance on technology had meant that the campaign we not as expansive as it could be.
* The market in which Terry’s operates is competitive with low margins. The campaign had struggled to hit the ROI targets and was restricted in what it could spend.
* The maintenance of the campaign had been left to the technology solution rather than running with alongside human intervention. As such the structure and targeting of the account was poor.
* Terry’s were bought into the use of technology on the account; as such we had to maintain an open mind when evaluating its role in the campaign in the future both in terms of build and management of the campaign.

Our Solution

* Inside Online quickly established that the campaign build could be achieved with more quality and accuracy being built manually than any piece of technology on the market. Number of different solutions trailed.
* Inside Online as a result of a review of the inventory increased keywords within the account by 2208% and grew the negative keyword list by 491%
* Inside Online increase the number of campaign by 270%
* Inside Online also increased the number of ad groups over 8000%
* Inside Online increased the number of unique adtexts by 1896%. Over 99.9% of these being completely unique in comparison to previously where 80 – 90% were built using standard templates.

Effects

* A 10% decrease in the cost per sale, resulting in a higher return on investment throughout the entire campaign.
* Quality Scores improved significantly across the account
* Conversion rates increased 20% across the board
* Spend increased by over 100% while delivering a decrease in the cost of sales