



Reform helps retail site grow top line revenue by 90% year on year through redesigning their search marketing infrastructure

The Brief

The Craft Company is a UK retail site selling cake decorations, sugar craft and stitchery products. They are one of the leading companies in their market in the UK, delivering products to over tens of thousands of online customers in 2009.

The Craft Company had been using PPC to underpin their online sales acquisition for several years but was looking for a partner that could help them maximise the scale and profitability of this channel to their business by looking at the channel strategically.

It was also important for the partner to be able to feed search data back into the Craft Company, identifying the most profitable areas and trends, explaining the story behind the numbers, and taking into account the top level business needs, rather than operating as a silo'd department.

The Blueprints

Reform redesigned the Craft Company's search infrastructure, taking data ownership and the buying relationship in house. This immediately created a financial benefit, with no onerous commercial agreement in place that required pre-payment, as used by many other agencies, the Craft Company was now operating on a "pay as you go" basis, so that the profitable PPC activity became self funding.

The account was rebuilt to clearly delineate the different product lines that the Craft Company has to offer, and utilised a highly granular structure that capitalised on all known elements of Google's Quality Score system. This made activity more efficient, and made it easier to see which products were converting more effectively than others. This allowed the searcher to be served with a highly relevant ad and landed to the most relevant page when searching for one of the many products that the Craft Company stock.

After setting the account live, Reform then applied a time intensive, rigorous approach to the optimisation of the account in order to build quality score and create a solid foundation for the PPC account to build from.

The reporting process was redesigned to deliver insight on trends in different product sales, and re-focussed around the KPIs by which success is judged at the Craft Company. The report provided an understandable, central point for decision making, delivering key information at product level to aid stock procurement decisions using profitability and sales volume information.

The Results

By the end of the first 3 months, Reform had driven a sales uplift of 105% compared to the same period in the year before. As a result of the search marketing, the Craft Company's record for the most amount of revenue in a day has been broken three times over.

What the Client said

"Reform have delivered real insight into the search data we collect which has enabled us to make key strategic decisions resulting in further growth. They are a great team to work with, always professional and one step ahead" – Heather Dore, Owner, the Craft Company.