

CASE STUDY
**Premium
Store**

Retail - Ecommerce



THE CHALLENGE

In 2019 we have become the partner agency for Premium Store in Romania, an official national seller for Bosch home equipment and tools and one of East Europe's biggest distribution partners.

The brand aimed to open 28 stores nationally by the end of 2020 and our task was planning the Online Marketing national launch strategy for 2019, and well as the growth marketing framework for 2020.

In 2019 the brand switched to working with us from a partnership with a well-known international marketing agency, being unhappy with the relationship as well as the transparency in regards to the campaign results. Moreover, no strategy was behind the budgets invested and digital marketing campaigns prior to their collaboration with us.

OUR APPROACH

Undergoing a deep market research as well as organising strategy workshops with the retailer's team, we have identified the budgets competitors were using for promoting similar products in the relevant niches, as well as the best omni-channel strategy to use to quickly carry potential customers for Premium Store through the AIDA (Attention - Interest - Desire - Action) steps of the customer journey.

The umbrella objective was to have strong, cross-channel, local brand launches in line with the new store openings, which would raise awareness, engage and draw people into making purchases.

THE SOLUTION

In August 2019 we have started our partnership, and within less than two weeks we have delivered a coherent cross-channel Digital Marketing strategy integrating Google Search Ads (Adwords), Google Display and Paid Social Media, as well as the Organic Social Media plan which would drive high quality traffic to the retailer's website. We have given industry insights and recommendations for

budgets that were taken on-board 100% upon explaining the context, and the first campaign was launched in a record time after starting working together.

Strategically combining new customer acquisition campaigns with Web and Social Remarketing campaigns, we have used custom intent, behavioural targeting, affinity and interest-based audiences to filter down available public, we have managed to achieve an overall campaign effectiveness of over 300% compared to industry averages. We had a strong yet malleable Marketing plan that would allow us to easily adjust and respond to market feedback.

Solutions used

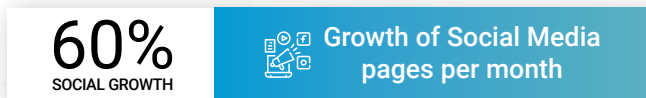
- 1 Google Search Ads
- 2 Google Display Ads
- 3 Paid Social Media
- 4 Organic Social Media

EARLY RESULTS

Within a month we were already getting **Google Search** (Adwords) results **330% above the industry benchmark**, while our **Google Display** campaigns were **performing 310% better** than the average expected rate, having over **1.2% click-through rates**.



The first Website sales started to follow soon after, and the **Social Media pages** were **growing** at an **average monthly rate of 60%**.

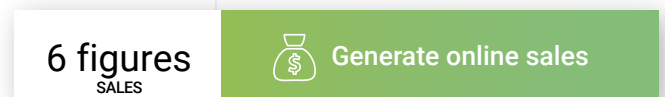


The brand was ready to proceed with our collaboration further, targeting TV and Outdoor advertising as additional channels.

We were invited to contribute to the brand's Offline Marketing activities too, as well as work together on improving the on-site Ecommerce conversion rates, taking over the responsibility from their regional agency, which was one of the big 5 international advertising companies.

We'd be happy to see how we could help your business achieve outstanding results, too.

Within 3 months, we managed to establish the brand as one of the main players in the area, generate together **6-figures online sales** and increase **in-store traffic** through online campaigns by **over 300%**.



We have expanded the targeting of the campaigns nationally from the second quarter of our collaboration, and launched Youtube Video as a new channel, incorporating it into the national Marketing Media plan.

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