



ABOUT FRAGRANCE DIRECT AND INTELLIGENT REACH:

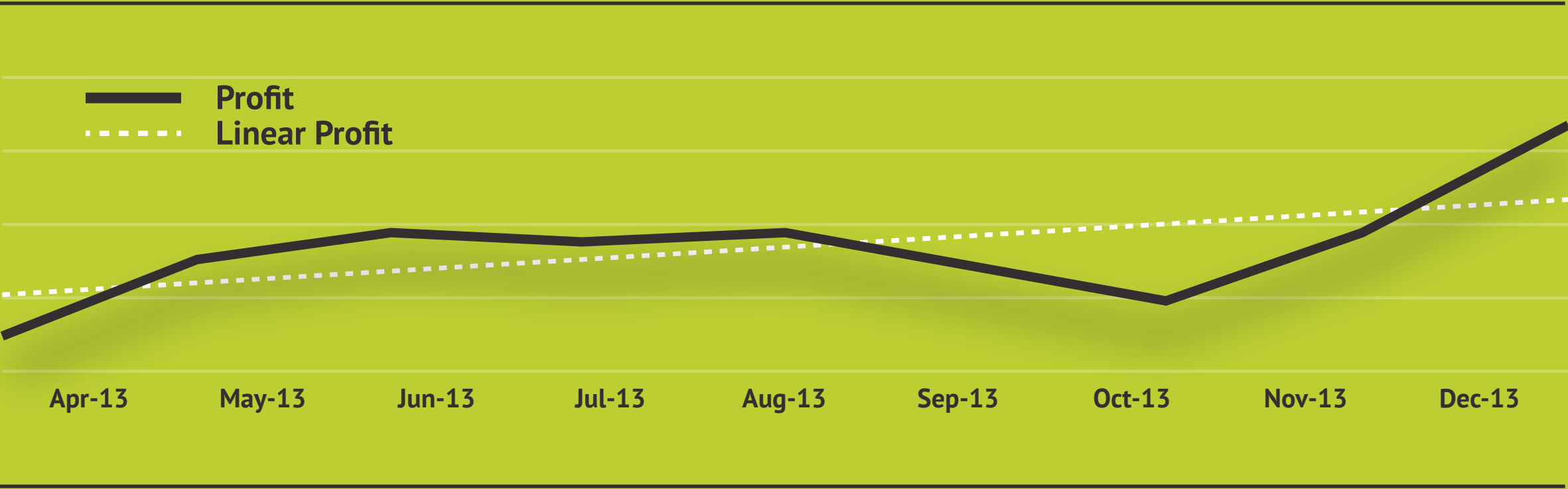
Fragrance Direct have been operating online since October 1999 with a product offering encompassing discounted perfumes, aftershaves, cosmetics and beauty products. They currently stock over 400 brands and strive to become the first name consumers’ think of when buying fragrances and cosmetics.

Prior to working with IR, Fragrance Direct were using un-optimised, internally created feeds and managing their CSE activity in house. Since becoming an Intelligent Reach client in March 2013 the specialist IR team have become a fundamental part of their feed creation, optimisation and maintenance. This move has reduced the time needed for feed creation as well as ensuring the inclusion of richer product information and allowing for more regular feed updates.

IR platform has provided Fragrance Direct with increased agility, enabling them to gauge and optimise the performance of different channels in real-time. Every customer interaction can be tracked, creating actionable data insight and with client specific algorithms automating fundamental product listing decisions to ensure that every product delivers the most profitable performance possible.

How Fragrance Direct use the platform:

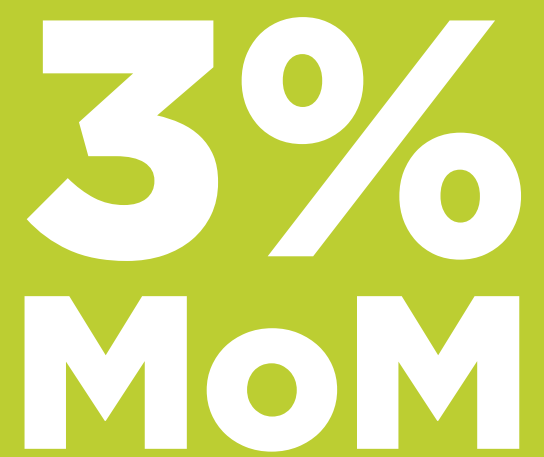
- Strategic decision making
- Fragrance Direct use the IR platform to monitor their online marketing activity, informing effective budgeting decisions and ensuring that all spend on advertising/ marketing is directed to the most profitable streams.
- They optimise individual products and CSE’s through informed business decision making.
- Removing under-performing products (manually or automatically through the use of algorithms).
- Bidding up products to increase the exposure of products that convert in line with target KPI’s.



On average Fragrance Direct’s return on advertising spending (ROAS) increased by an average of 28% a month whilst the average cost per acquisition (CPA) fell by 9% each month.

Overtime the company have continued to optimise performance ensuring the lowest possible cost whilst still gaining the maximum possible acquisitions. All this has been achieved through IR’s expert guidance and FD’s efficient self-management of the IR platform.

Optimisation of under-performing CSE’s has removed inefficient clicks, enabling costs to decrease by...



At the same time revenue has increased by an average of

Overall profitability by has increased

