

Case Study



Lenovo

Lenovo are a multi-national technology company, and the world's largest PC vendor. With customers in over 160 countries, Lenovo are a truly global company with a strong online presence.

Intelligent Reach's relationship with Lenovo:

Intelligent Reach began working with Lenovo in autumn 2014 across both the Australian and New Zealand markets. Current services used include multi-channel feed creation and bid management, with Intelligent Reach supporting the company across Shopping Search in both markets. In addition, Retargeting and Paid Search activity is managed within the Australian and New Zealand markets, respectively.

Case Study focus:

This case study will focus on Lenovo AU Shopping Search activity.

Intelligent Reach are currently creating feeds and managing performance for 6 Shopping Search partners in this market including:

- eBay Commerce Network
- GetPrice
- Google Shopping

Strategy:

With over 800 global e-commerce partners integrated into their proprietary platform, Intelligent Reach enable online retailers to feature their products everywhere consumers are looking. Reporting on the chosen metric of the retailer (Cost of Sale, CPA, etc.), the platform provides cross-channel performance reporting, down to the product level. This insight, coupled with Intelligent Reach's expert guidance, has given Lenovo the agility to find their optimal online partner mix, maximising profitability and return on investment.

The Results: Shopping Search metrics (including Google Shopping):

Intelligent Reach have helped Lenovo increase their Return on Advertising Spend (ROAS) and their Conversion Rate % (Product Clicks to Orders)

ROAS

has increased by an average of

28% MoM

Conversion Rate

has increased by an average of

6% MoM

Consumers now spend more:

IR have increased AOV (Average Order Value) by an average of **20% MoM**

Current AOV (Apr 2015) is **61% higher** than that of the first full month of partnership (Oct 14).

Each click now drives Revenue:

Revenue Per Click has risen by an average of **20% MoM**

Current Revenue Per Click (Apr 15) stands at over **155%** that of the first full month of partnership (Oct 14).

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The Retailers Opinion:

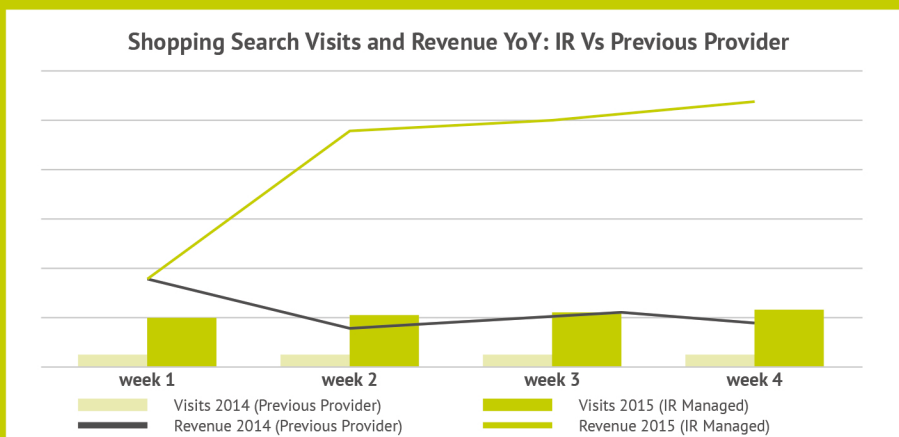
"Switching to Intelligent Reach from our previous provider was the best thing we have done for our Google Shopping campaigns. We immediately saw a massive uplift in clicks and revenue."

Working with them over time we have developed clever strategies to increase exposure against our competitors and generate more traffic. They are a key component to our expansion into other channels such as eBay too. Very switched on and knowledgeable team and I couldn't recommend them enough!"

Christopher Jowsey, **Head of eCommerce** – Australia and New Zealand

Uplift Compared to Previous Provider:

YoY, Lenovo have experienced 5X as many Visits from Shopping Search and accrued 3X as much Revenue from this channel compared to their previous feed and account management provider**



Future Plans:

It is clear that Intelligent Reach's high quality feed provision, expert guidance and proprietary platform have so far benefited Lenovo greatly. We are incredibly happy to be working with such a global retailer and look forward to continuing to aid their future growth and development.

**Figures are based on 7 months of activity (October 2014 – April 2015).*

***Based on Q3 Lenovo data from 2015 (IR managed) and 2014 (managed by previous provider).*

How Intelligent Reach can help you:

Intelligent Reach are experts in data quality driving product exposure and profitability. Contact us today so we can improve the quality of your product data and drive your incremental revenues.

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