

MISSGUIDED

PEACE, LOVE AND FASHION

Missguided are a vibrant online retailer who stock the latest trends in women's rapid fashion. They deliver affordable prices on the most up to date fashion, with new product lines being released every day. As a company they offer a simple to use yet exciting shopping experience. Born in Manchester, the retailer have become extremely successful and have now launched across Europe, in the USA and Australia.

The Partnership between Intelligent Reach (IR) and Missguided:

Prior to working with IR, Missguided were unable to internally create feeds and thus were not fully utilising online marketing streams. Since IR began creating, optimising and maintaining their feeds in October 2013, Missguided's online visibility has sky-rocketed. Feeds can now be created and amended with speed and ease and the IR team use their specialist knowledge to ensure full exposure on each particular channel.

As well as this, Missguided have been able to utilise IR's bespoke reporting platform. This single platform tracks every product interaction, allowing them to constantly gauge cross-channel performance. As a client, Missguided are very hands on, working together with their dedicated account manager to optimise performance and profitability, right down to the product level. The IR interface enables them to instantly report on their specific success measures including Cost of Sale (CoS), Conversion and Return On Advertising Spend (ROAS), whilst maximising margins.

Services Provided:

Within the UK, IR currently provide the following services for Missguided:

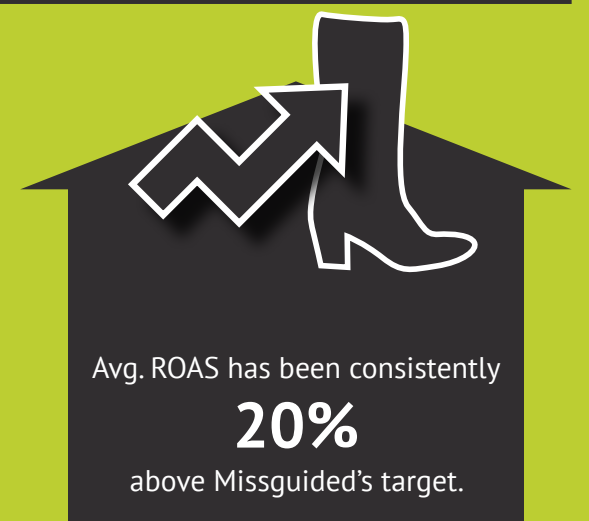
- Google Shopping feed and management.
- Affiliate feeds.
- Re-targeting feeds.
- Mobile app feeds.
- On-site optimisation feeds.

Specific Strategies:

- Continual bid changes: Bids are constantly changed via both algorithmic and manual means, based on a wealth of factors including budget, category insight and seasonal trends.
- Product level optimisation: Top performing products receive increased exposure whilst costs are saved by reducing the exposure of non-converting products.
- Title optimisation: Titles are regularly reviewed and amended to aid exposure across all online activity, ensuring Missguided's products are fully accessible to their consumers.
- Product data optimisation: IR provide top quality feeds, including the optimal information for each channel. For Google Shopping this refers to full attribute information and rich, high quality images.

The Results:

Focusing specifically on UK, IR managed activity across Google Shopping...

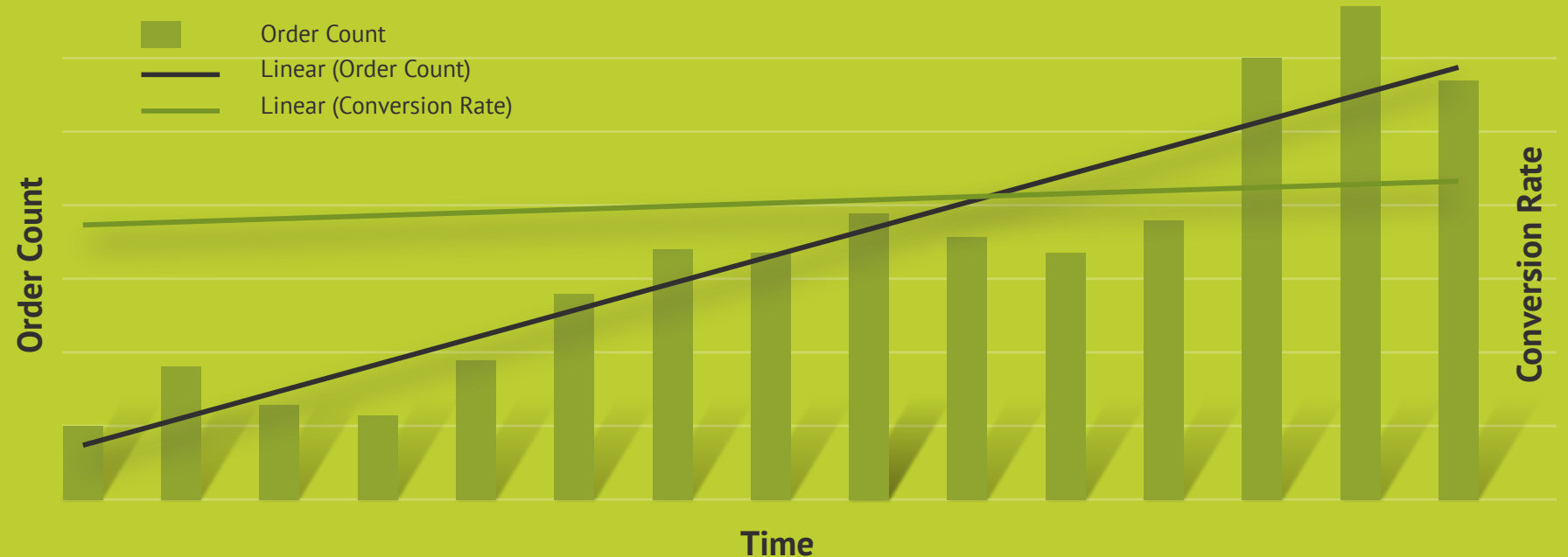


Missguided's opinion:

"IR have enabled us to launch and optimise activity across multiple new online channels, resulting in considerable performance uplifts. The team have been a pleasure to work with, providing us with the perfect level of account guidance to actively monitor our marketing. Whats more, their proprietary platform allows us enter new channels and markets with ease."

David Williams, Search Manager

Google Shopping: Orders and Conversion Rate Over the Period



Future Plans:

It is clear that Intelligent Reach's proprietary platform and guidance are proving vital to the marketing efforts of Missguided. We look forward to continuing to aid their growth and business development in the future.