

# PRETTYLITTLETHING

experience a **340%** increase in Google Shopping Revenue.

## OUR PARTNERSHIP

Intelligent Reach is a Product Optimisation Platform enabling retailers and brands to deliver exceptional, contextually relevant product data and sophisticated bidding strategies to power online marketing campaigns. This converts into more customers and greater revenue.

Prior to working with Intelligent Reach, PrettyLittleThing found it difficult to create optimised feeds at scale, and thus were not fully leveraging their online marketing potential. Since Intelligent Reach began maintaining and optimising their feeds and content in June 2015, their online presence has noticeably accelerated, especially on Google Shopping. PrettyLittleThing work closely with their dedicated Intelligent Reach Senior Customer Success Manager (CSM) to optimise performance at a product level.

“Over the past 12 months IR have continuously worked closely with us & provided innovative solutions to drive our online revenues each month whilst maintaining our profitability. Our CSM, Sami, has been a real driving force for the amazing performance we have seen. We look forward to extending this success into other key product driven marketing channels through 2017.”

Lillian Walker, Marketing Acquisition Manager, PrettyLittleThing.com

## UK GOOGLE SHOPPING PERFORMANCE

### ORDERS



Shopping generated orders have sky-rocketed in 2016.

#### RESULT

**+270%**  
Orders Increase

#### PERIOD

YoY

### CLICKS



Ad generated clicks have almost tripled YoY.

#### RESULT

**+191%**  
Clicks Increase

#### PERIOD

YoY

### ROI



ROI has seen a massive increase and consistently stayed above target.

#### RESULT

**+252%**  
ROI Increase

#### PERIOD

YoY

### REVENUE



Google Shopping revenue has experienced a massive boost with a consistent growth MoM.

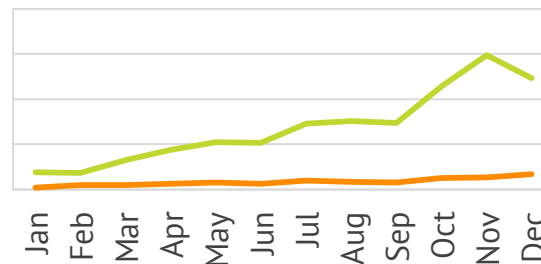
#### RESULT

**+340%**  
Revenue Increase

#### PERIOD

YoY

### COST vs. REVENUE



#### RESULT

Cost  
Revenue

#### PERIOD

MoM

**SEE HOW ON PAGE 2**

## KEY ACTIONS THAT DELIVERED SUCCESS



### DATA MANAGEMENT

The IR Data Management module has allowed PLT to:

- Manage and scale campaigns for a high volume of products across multiple territories.
- Constantly validate and optimise data to ensure required attributes are present in their feeds.
- Seamlessly create and distribute over 60 feeds to partners worldwide, all at a fraction of the time & resource.
- Dynamically create and maintain sophisticated campaign structures into paid channels such as Google Shopping.

### EXPERIMENTATION

Using the Experiment Module, the IR team:

- Identified products which were suffering from low traffic volumes, and quickly tested content to increase exposure and sales.
- Worked with PLT to prioritise and implement various tests to ensure PLT's product ads were visible and profitable for target key terms.

### PERFORMANCE OPTIMISATION

PLT's Account team have used the Performance Module in combination with the Experiment Module to:

- Drive massive performance uplifts across the board for product driven marketing channels.
- Manage bids at a product level using the IR algorithms to ensure PLT continuously maximise their ROI.
- Increase/decrease bid modifiers across device and location to capitalize on top sellers, reduce waste and continually add to the bottom line.

## THE IR PERSPECTIVE

“It's great to see how the combination of product data experimentation and bid control has driven enviable growth on the PLT account. As we continue to invest in the next generation of technology in this space it will be exciting to see how far we can take the partnership.”

**Steve Rivers, Founder & CCO Intelligent Reach**

“Working closely with the PLT Digital Marketing Team has been a delight. Constantly learning about their business and putting these learnings into practice when managing their highest revenue driving channels has been a great success all round. Being part of one of my personal favourite fast fashion brands' growth has been exciting to say the least.”

**Samiksha Bhasin, Senior Customer Success Manager, Intelligent Reach**

## SEE FOR YOURSELF WHAT A DIFFERENCE A WORD MAKES?\*

Take optimisation to the next level by using our experiment tool, which has been developed to empower users to run full AB content experiments on elements such as image, title and product type.

Take the guess work out of content optimisation and make informed decisions from our clear experiment performance reporting.

**FIND OUT MORE**

\*or an image.