IntelligentReach

Increasing Site Visits, Sales and Performance at Ego with Intelligent Reach

EGO
CREATE YOURS

Ego Background

Founded in May 2015, Ego's story starts on social media, as they shared photos of shoes on Instagram. Then people wanted to buy their shoes and so began the online shopping store for a target of 16-25 year-old female students and young professionals that want fashion shoes that are a bit risky and not in your everyday shoe shop.

A Desire to Grow through Online Shopping Ads

Ego started using Google Shopping to provide incremental revenue, but with the company being so young, they lacked brand awareness and online presence. With a small product catalogue, Ego didn't feel Google campaigns were working well. Nor did they have a platform for managing the campaigns and so they ran these through an agency and using ad words.

Until recently, data on the effectiveness of their campaigns was being pulled manually, so they didn't know how well their campaigns were performing and couldn't drill down to work on the campaigns at a granular, product or margin level.

It also meant that Ego couldn't spend budget as wisely as they would like, as they didn't know what was performing well or badly, and how to modify spend accordingly. Despite having a strong catalogue to promote, restrictions in budget made an otherwise fast-moving business move slower than it would like to.

Since starting with Intelligent Reach:

80% increase in traffic from Google Shopping

85% increase in revenue

The Intelligent Reach Solution and How it Helped

"Now, we have the information whenever we want it. The Intelligent Reach platform lets us look at all sorts of information that would have taken a long time to access previously.

We are well-informed all of the time and can look at each product margin individually and decide what the ROI should be, and therefore what our pricing and bidding prices can be," said Usman Riaz, Managing Director at Ego.

For example, they look at product reports every day. Ego can then match the best sellers in Intelligent Reach from the previous day (and month). This information allows their marketing team to work more closely with merchandisers on a daily basis.

Ego can change the products they design based on the information they have, adjust quantities being made and get a better view of their shopping customer and what she is purchasing, so they can make sure to cater for her.

Additionally, they can increase or reduce bids based on the insights gained - doing all of this themselves in the platform. Additionally, Ego can ask Intelligent Reach for their experience and support as and when they need it.

In summary, the solution improves the visibility of how campaigns are performing and creates an environment where digital marketing is working more with merchandising to impact product strategy.

They needed efficiencies, automation and insight into the data.

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Specific examples of testing, using budget wisely and updating bids:

> Ego now tests different options and find more relevant buyers. Usman comments "We used to have ladies' names in our titles, but these were taken out, as it made it harder for people to find our products in online searches. For example, we used to have 'Laura red strappy shoe' in the product title. The customer team at Intelligent Reach helped us put in a rule to take out all ladies' names in titles, and replace it with, 'Red strappy shoe' which means we appear more in searches. This had such a positive effect."

> They now use the budget more wisely between the hours of 5 and 6pm, as that is when their next day delivery deadline is and also when people are getting home and buying more. So they are trying to drive more traffic at that time and see the impact on conversions.

> In bidding, if Ego has products performing very well and are getting a good return on investment and higher margins on those products, they increase the bids to get more clicks and more sales. They do this by product, as each product has a different margin .

The platform of Intelligent Reach works well for Ego, but also the support received by the company was one of the main differentiators.

"The support we got from the Customer Success Manager was invaluable, helping us get up-to-speed with the solution. The knowledge of the retail and fashion world that was shared in those first few weeks helped tremendously, as does their on-going responsiveness."

Ego says they are only just scratching the surface of it, but the benefits have been good so far:

> Improved business performance

> 85% increase in revenue since starting with Intelligent Reach

> 80% increase in traffic from Google Shopping

> More agility internally to react to product information quicker, modify campaigns and maximise performance

> Instilled more confidence in the team, as they can see the data and product results themselves

> The monthly increase on Google Shopping will help grow the business

Looking to the future, Ego plans on developing and maintaining UK campaigns, but then after that will be a focus on international growth, with 4 new sites by August and Intelligent Reach will be used to manage the product campaigns in all and make more use of the experimentation platform to drive traffic and performance.

How Intelligent Reach Can Help You

Intelligent Reach is a cloud-based eCommerce software provider, helping retailers and brands ensure product information for online shoppers is high quality, relevant, in the right format and performing well with all partners, in all countries. We do this with technology and support that helps you visualise and improve product information, put it in the right format for all partners like eBay, Amazon and Google and help improve your bidding and experimentation with alternatives.

> **Get in touch!**

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