

FATFACE GET THE SPOTLIGHT, WITH CONTENT EXPERIMENTATION

SUMMARY:

- **SECTOR:** Fashion Apparel
- **MARKET:** United Kingdom
- **PRODUCT CATEGORIES:** Womenswear, Menswear and Kidswear
- **GOALS:** Enhance their ROAS across digital channels
- **MODULES:** Product Data Management, Data Connector, Content Experimentation
- **SKUS:** 13,000

CHALLENGE:

FATFACE WANTED TO IMPROVE THEIR ROAS, BUT:

- It was **hard to manage their feeds** across Paid Search, Paid Social and Affiliate channels
- Needed to quickly **test feed variations** to determine what attributes did and didn't work
- Were **held back by Google Merchant Center** and its limited capabilities to run granular analysis
- Struggled to **identify products with low to zero impressions** and take action



OUTCOME:

TESTING EASILY AND BUILDING STRONGER ROAS

- **By A/B testing their feeds, they achieved on average:**



*Data Source: Google Ads

- **How FatFace did It with Intelligent Reach:**

- Managed their **multiple feeds easily on one platform**
- Built a process **to identify their invisible products** and launch dedicated campaigns
- Created a pipeline of **A/B tests to enhance their product performance** and scientifically test what variation delivered the best results

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When we reached out to Intelligent Reach, **we had a clear objective of enhancing our ROAS across digital channels**. They made it happen.

Steph Powell – Global Digital Marketing Manager, FatFace

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THE PROBLEM

- **COULDN'T NORMALISE AND TEST PRODUCT ATTRIBUTES QUICKLY**

Product Titles/Types are essential in appearing in Google searches, and images build a strong CTR. With new products every season, FatFace couldn't easily normalise their product titles, or test variations of product types and images.

- **WANTED MORE CONTROL AND ACCURACY OVER THEIR PRODUCT FEEDS**

With a catalogue of 10,000+ SKUs changing on seasonal basis, they needed a platform to easily manage their feeds across Paid Search, Paid Social, Remarketing and Affiliate Networks.

HOW WE HELPED

- **GETTING BETTER CONTROL**



“When new products come from design, we **quickly import** them and list them to our digital marketing channels. Channel requirements are **easily matched** using rules.”

The Intelligent Reach platform helps FatFace to **import**, **optimise** and **tailor** their products across their marketing channels, from one platform. They promote their listings on Paid Social, Paid Search, Remarketing and Affiliate networks and we help create a **seamless distribution**.

- **SAVING TIME WITH AUTOMATIONS**



“We use rules to **automate our feed optimisation** and adhere to channel standards. It's just easy.”

We have a easy-to-use, powerful rules engine to help streamline the work of our customers. With our rules engine, FatFace **automatically fixed data errors, optimised their content, maximised their data accuracy** for each channel and avoided penalties turning into products not showing and missed sales opportunities.

- **ENHANCING THEIR ROAS BY TESTING**



“Marketing names or creative colours in product titles won't be helpful to buyers, simply because they search for standard names. With IR, **we can normalise and test attributes easily**.”

With our **Content Experimentation** module, they set **A/B tests in minutes**. Removing marketing names from product titles, testing title variations by adding **relevant attributes** like “Boys” and “Girls”, adding **relevant terms** to product types, or **trying different product images**, are just some tests they conducted on our platform.

- **GENERATING INCREMENTAL SALES**



“With Intelligent Reach, we can identify what products are not receiving impressions, label them and test variations **to improve their overall impressions and build incremental revenue**. That's really important for our digital strategy”.

With our **Data Connector**, Google Ads performance metrics are imported and matched to product data. Then **products are labelled dynamically**. For example, FatFace could identify what products were receiving less than 500 impressions, put them in a control group and test attribute variations to match their customers' queries. When impressions reach the threshold, they're automatically put back to business-as-usual campaigns.

THE FUTURE:

FATFACE WILL KEEP TESTING FOR GROWTH

FatFace will use continuous product content testing to **drive revenue growth and deliver USPs** against their competition, selling more of their products to more people more often. Intelligent Reach, FatFace and their Digital Agency are working closer together to **align feed optimisation with campaign management** and media buying.



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