

DISSH

Date Range - Oct 2016 - Oct 2018

Case
Study

LEVERAGING THE GOOGLE SHOPPING PLATFORM & PAID SEARCH

Service
Performance

Key Areas
Google Ads
Google Shopping

The Client

DISSH is a women's fast fashion label based in Brisbane. After launching in 2011, the family business quickly outgrew their home office. Their trend driven designs constantly appeal to the youth market and they have expanded to 11 Australian stores and an online boutique shipping worldwide.

Objective 1

Increase online sales and support business expansion.

Objective 2

Optimise their underperforming Google Shopping platform.

Objective 1

Increase in revenue

253%

Increase in conversion rate

35%

Objective 2

Increase in revenue

867%

Increase in ROI

110%

DISSH

The Challenges



DISSH operates in the highly competitive fast fashion industry. Their stock levels have to move as fast as today's trends, and their digitally native customers are becoming increasingly price sensitive. It's never been easier to compare products online and more fast fashion competitors are rapidly entering the market.

DISSH's Google Shopping Platform had previously been underutilised and they were bidding on generic, branded search terms. Their product feed was also generated directly from the website and contained uncommon product names. Therefore, we had minimal historic data and their ability to make sales from high intent Google search queries was limited.

The Strategy



Optimised Product Feed - We optimised their product feed to ensure that product titles were as specific as possible, containing standardised colours and sizing, as well as introducing more styles. This ultimately resulted in significantly higher visibility, increased quality, and reduced average CPC - making the campaigns more efficient. As the performance of Google Shopping improved, we were also able to identify high quality keywords that could be leveraged in their Google Ads campaigns.

Leveraged High Performing Keywords - We took high performing keywords from DISSH's Google Shopping platform and added them into their search campaigns. Therefore, we were able to create a highly targeted, granular campaign structure. By complementing branded search terms with specific, non-brand searches like 'black leather jacket' we dramatically increased sales through Google search.

Top of Funnel Bidding- By placing competitive bids on generic search terms like 'red dress online', we increased DISSH's visibility in the Google Search results. We started capturing customers who were searching for a trendy product, rather than DISSH as a brand. Complementing that with retargeting ads, brand awareness increased, and new customers were added to the top of the sales funnel which subsequently resulted in additional revenue online and instore.