

KAIZEN SIGMA DIGITAL ADVERTISING CASE STUDY

# Tying the Knot

How a bridal shop said “I Do” to  
a 1353% Return on Investment with  
a multi-channel advertising campaign





Digital advertising is the top of the “new marketing stack,” and can get your retail business seen when consumers search the web for products. Your competitors know it too, with retail industry digital ad spend predicted to reach 23 billion by 2020. It’s statistics like these that show just how high demand is for digital advertising solutions, and just how successful it can be in bringing in new business for local retailers.

See what new customers, revenue and online engagement was generated in less than 30 days with a multi-channel digital advertising campaign!

**search online**



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## The Client

The global market for bridal wear is projected to exceed \$73 billion USD by 2024, and business is booming for both local and global bridal wear shops<sup>1</sup>. With over two million weddings in the US alone each year, the internet is flooded with brides and bridesmaids turning to the web to plan their attire for the big days. Plus, with 66% of shoppers looking for the location of the nearest store with specific items, search engines are vital for today's retail shopper<sup>2</sup>. The hero of this success tale, Gals N' Gowns, realized this huge opportunity and sought out our advertising services to capture the huge online audience and turn them into paying customers.

Gals N' Gowns is a bridal boutique in the US that boasts a vast selection of brides and bridesmaids dresses. This particular location is part of a larger bridal franchise, yet under local ownership, faces many of the same struggles as other small local businesses. Gals N' Gowns makes customer service and satisfaction a core focus, and the reviews reflect these values.



<sup>1</sup> [Strategy](#), 2017

<sup>2</sup> [Google](#), 2014

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## The Campaign Process

To amplify their positive online reputation and attract more eager brides and wedding guests to their boutique, Gals N' Gowns hired our services to run a multi-channel advertising campaign.

### The Message

Gals N' Gowns ran a Calls & Visits campaign to drive new real-life business to their store. The campaign message revolved around their free fitting and 10% discount through August 31, 2017. The creative, ad copy and goals were based on this campaign message, and the goal was to drive people to call, visit, and book appointments at the bridal shop.

### The Method

The digital advertising fulfillment process for Gals N' Gowns involved five main tactics to help drive in-store visits to the establishment:

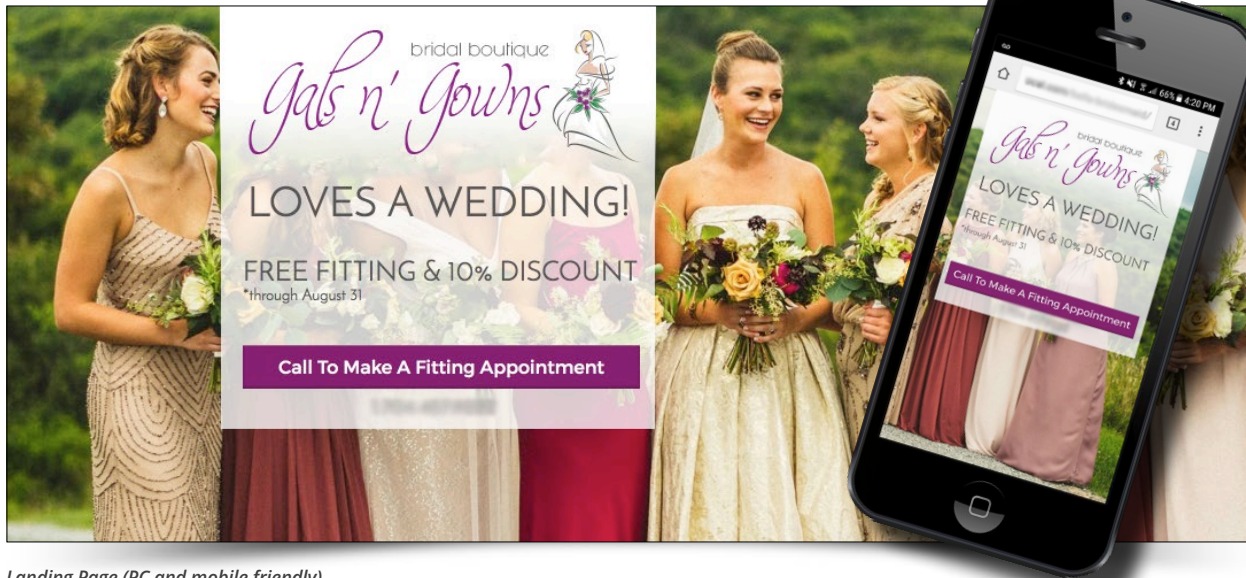
1. Google Adwords campaign with programmatic bidding
2. Review and location extensions
3. Customized mobile-optimized landing page
4. Programmatic display ads with geo fencing and conversion zones
5. Facebook ad campaigns

The multi-channel campaign served ads to consumers through these main channels:



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The ads promoting Gals N' Gowns special offers drove consumers to a custom-made, mobile-friendly landing page that encouraged consumers to book an appointment, or view the shop's website and social media profiles.



Landing Page (PC and mobile friendly)





## The Results

### Overall Campaign Results

After less than one month, our digital advertising services had achieved more than 88,000 impressions for Gals N' Gowns. Yet, the real impressive numbers are the tangible business results achieved in such a short time.

<b>554</b>	<b>85</b>	<b>52</b>
ad clicks	social & website clicks	calls & in-store visits

With the campaign objective being to drive new business through their free fitting and special discount offers, the 52 new calls and in-store visits to the bridal shop show that the campaign was a huge success in its first month. This is 52 new brides and wedding guests visiting the store after seeing the online ads to take advantage of their special offer.

With each new customer valued at \$350, a number set by Gals N' Gowns themselves based on the price of bridesmaid dresses, the advertising campaign unlocked these monetary results for the business:

<b>\$14,560</b>	<b>1353%</b>
new campaign revenue	return on investment

Tie the knot with the ad engagement, real-life results data and the huge revenue numbers, and it's clear to see how effective and powerful a multi-channel advertising campaign can be for local businesses, even over a short time frame.

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Here's a quick breakdown of the results across the various advertising channels.

## Search Network Ads

The search network ads—text ads that would display on the top of the Google search results page—did well in generating new engagement for Gals N Gowns. Consumer engagement with the ads appearing on the SERP (Search Engine Results Page) was much higher than industry average, and as a result cost less per click than most search ads.

<b>147</b>	<b>4.56%</b>	<b>\$1.92</b>
ad clicks	click-through rate (CTR)	cost per click (CPC)

<b>↑ 90%</b>	<b>↓ 49%</b>
higher CTR than industry average	lower CPC than industry average

This means the ads we ran for Gals N' Gowns on the Search Network performed better, and cost less!

The Gals N' Gowns ads on the search network were served to brides and bridesmaids that searched Google for predetermined keywords, such as "bridesmaid dress," "free fittings," and "bridal boutique" in their town.

With such a high volume of searches made in the US for these terms, appearing at the top of the list generated great business results for the boutique.



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## S I G M A



### Display Network Ads

The display network ads were run with geo-fencing technology, so when consumers were inside the designated geographical areas, they were served the Gals N' Gowns ad on their mobile devices. With nearly 20 geofenced locations, the CTR and engagement on the ads varied per location, but the results were impressive across the board.

<b>1.48%</b>	<b>0.99%</b>	<b>0.74%</b>	<b>0.20%</b>
top-performing display ad CTR	top-performing display ad CTR	top-performing display ad CTR	industry average CTR

The value of a click on geo-fenced ads is huge, as the consumer engaging with the ad has a proven interest in the business's service. There were impressive click-through rates on the geofenced display ads running for the Gals N' Gowns campaign. **In fact, 65% of the display network ads for the shop were achieving a CTR much higher than industry average. Further, 30% of the display network ads achieved over double the CTR than industry average.**

### Facebook Ads

Facebook is the largest social media channel with the most engaged monthly audience. Ads for local business served on Facebook can greatly improve brand awareness of the business, as well as generate new clients. Here's what the Gals N' Gowns Facebook ad campaign gained in less than one month:

<b>169</b>	<b>17</b>	<b>\$1.90</b>
ad clicks	ad reactions + shares	cost per click

The Facebook ad for Gals N' Gowns put their beautiful dresses and deal in front of a hyper-targeted, engaged audience to drive new business. Advertising on Facebook is great for both generating leads and amplifying your brand. With each ad attached to their facebook social profile, the clicks and reactions generated not only drive new business, but also drive new brand recognition and improve Gals N' Gowns' online reputation.



### How do we get your business seen?



#### We keep you top of mind in the threat of competition

Using geo fenced ads that target your competitors' establishments will make sure your business is top-of-mind at the most dire of times—when your customer is within your competitors' grasp. By fencing competitor locations to your business, we're targeting consumers who have a proven interest in what your business has to offer, and it's time to show them why your business is the better choice for that service. Use geofencing tactics to display ads to your competitors' customers and keep your business top-of-mind for the next time they go looking for that perfect dress.



#### We nail your ad extensions

Shoppers are turning to search engines to find the items they want to buy, and they're looking for your store details. 66% of online shoppers want to find the location of the nearest store with a wanted item, and 63% want even more details about the store like hours and phone number. Thankfully, the search network ads we run for retail clients use handy extensions like Call Extensions and Location Extensions to provide the consumer with just what they need. Making engagements and generating new business for your store has never been so easy!



#### We pick the right keywords

More than simply picking keywords with a high volume, we know to pick keywords that are relevant to both your services and the promotion your campaign is based on. That way, the ads are displaying for highly-relevant searches, and are more likely to gain clicks and conversions. Picking keywords that are relevant to your business, yet not to the specific campaign, will simply waste your advertising budget as the consumers are looking for more specific results.



#### We track metrics that matter

We know that 80,000 impressions and a 5% CTR may not mean much to a hard-working business owner. At the end of the day, we know you want to know "what result did this drive for my business?" That's why we track metrics like direct phone calls to the business, in-store visits and new paying customers to show you the direct results of our advertising efforts. We care about real-world business results, just like you do.





Want to generate new business and revenue for your business? Contact us today!

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[www.kaizensigma.co](http://www.kaizensigma.co)



1 888.559.1336



[info@kaizensigmaco.com](mailto:info@kaizensigmaco.com)



[kaizensigma.co](http://kaizensigma.co)