



Aspiga – Women’s Fashion PPC Case Study

Who are Aspiga?

Aspiga specialises in providing ethically sourced sandals, belts and clutch bags where the company began. Then more recently expanded to women’s daywear, evening wear and beachwear as well as swimwear and jewellery.

It was founded 10 years ago when their director Lucy fell in love with the craftsmanship she discovered in Kenya and set off with the goal of sharing the high quality hand made products with an international market.

Aspiga’s Goals

When Aspiga first approached Cliteq they had two main objectives. They firstly wanted to increase the volume of sales that came from non-branded terms as branded terms accounted for a large portion of their Adwords revenue.

Secondly they wanted to reduce the cost per conversion from non-branded terms to improve their ROAS from their paid search activities.

Our Solution

To improve the performance of Aspiga’s PPC campaigns we consulted with them and helped them improve their strategy

across Google Search, Shopping and programmatic display remarketing.

Shopping Strategy

The first part of our strategy was to segment the shopping feed by product ID. This allowed Aspiga to set a bid for each product and add negative keywords at product level. This allowed them to both improve their bidding strategy and reduce wasted spend more effectively.

We then implemented the most complex bidding strategy that we have created to date to help them adjust in real time to increases and decreases in supply and demand based on external factors.

We first analyzed their PPC performance against weather data trends to identify that as the temperature in the UK increased more people made purchases of swimwear and beachwear products.

We then using the Adwords API implemented a strategy to allow them to react in real time to changes in the weather. It analyses postcode level weather data and then increases bids hourly when the temperature in that postcode increases.

Secondly from learning’s in the travel sector we know that when the pound is strong against the Euro and USD the price of foreign holiday decreases. We therefore predicted that as the price of holidays decreased and more people booked holidays, more people would also purchase clothes for their holiday.

So we created an Adwords Script that analyses foreign exchange rates in real time and automatically increases bids when the pound is strong compared to the Euro and USD to show their ads more frequently.

Finally we layered this on top of a custom intraday bidding script, which changed, bids hourly, with location & device based bidding and RLSA for each different stage in the buying cycle (bids were increased more when people were later in the buying cycle – E.g. they had abandoned the checkout and less when they were earlier in the buying cycle – E.g. they had just been on Aspiga’s homepage).

Search Strategy

As there was a large amount of historic data within Aspiga’s account, we were able to determine buying patterns linked to core demographics and audience groups.

We identified high intent keyword phrases and ensured a high impression share for these keywords. We also undertook extensive keyword research around their product categories making sure that Aspiga would gain consideration from users looking for relevant terms around luxury women’s fashion and swimwear.

We implemented demographic layers to increase bids for visitors who were most likely to book based on demographic profiles, time, location and past browsing history.

Clicteq also suggested a total restructure of the account based on Single Keyword ad groups to improve the relevance between what users on Google were searching for and Aspiga’s adverts.

This ensured if somebody what looking for “Luxury women’s swimwear” for example the title of the advert would always directly match their search term.

The subsequent quality improvement due to improved relevancy of the ads being displayed has lead to a reduction in cost per sale. Leading to better ROAS across the account.

The Results

Comparing the first quarter of 2018 when we started working with Aspiga to the first quarter of 2017 we saw the following uplift in performance.

- **124% increase in non-branded conversions from the Google Shopping Campaign.**
- **238% increase in non-branded conversions.**
- **73% decrease in cost per acquisition for non-branded traffic.**
- **184% increase in non-branded revenue.**

What the Client Said:

“I have been very impressed so far with the service Clicteq have provided, Wesley is very responsive and helpful. We have regular catch ups to discuss new tactics and anything that needs that extra marketing push. I’m looking forward to seeing more improvement with our account over the months to come!”

- Olivia Hall – Ecommerce Director