

RIVER ISLAND

With over 60 years of experience, River Island are one of the UK's most successful fashion retailers. The retailer prides itself in providing stylish and affordable fashion and accessories for men, women and children. Their large in-house design team mean that new ranges are produced quickly and thus their in-store/ online product offering is constantly evolving.

Founded and headquartered in London, the retailer has achieved global reach with almost 300 stores across Europe, Asia and the Middle East as well as international delivery to over 100 countries through their website.

Intelligent Reach's Relationship with River Island:

River Island initially enlisted the help of Intelligent Reach (IR) in May 2014 to enable them to launch on Google Shopping. IR promptly produced a highly optimised feed to maximise the retailer's overall potential on Google Shopping while introducing them to the intuitive IR platform – a single interface to track, monitor and optimise all online marketing activity. River Island utilises IR's flexible model of self-serve and professional services, taking a collaborative approach and working together with their Performance Manager to manage and optimise activity.

Prior to working with IR the retailer had never utilised the benefits of Google Shopping (namely product level advertising). Google Shopping's product level adverts (formerly Google Product Listing Adverts) are known to have a 22% higher Click Through Rate and a higher associated Conversion (compared to normal text ads). This ad type provides richer content, presenting the consumer with more information and thus increasing the likelihood of conversion. Google Shopping also works favourably for the retailer as it offers effective bidding controls and the ability to subdivide your product offering and target category subsets quickly and seamlessly within AdWords.

Services Provided:

IR work with River Island across the UK, France, Germany, Australia and the US, providing the following services:

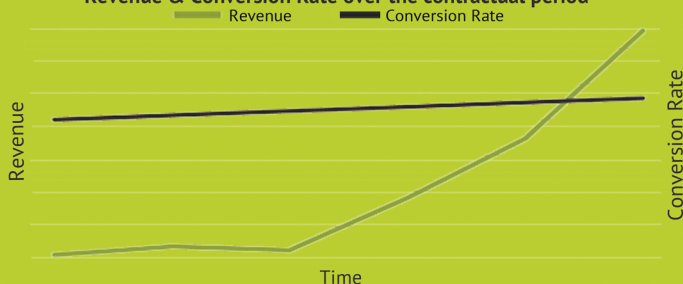
- Google Shopping product feed, management and optimisation.
- Affiliate product feeds.
- Shopping Search product feeds.
- Re-targeting product feeds.

This Case Study will focus on UK, IR managed activity across Google Shopping.

The Results:

In the 6 months following Go-Live River Island have achieved very positive results on Google Shopping...

Revenue & Conversion Rate over the contractual period



Intelligent Reach's Cyber Weekend Strategy for River Island:

Intelligent Reach helped River Island to maximise their use of Google Shopping over what has become the busiest trading period of online retail calendar, The Cyber Weekend (27th – 30th Nov 2014).

Specific Strategies Included:

- Increasing bids to ensure visibility on what is one of the most aggressive retail marketing weekends of the year.
- Amending bids daily based on traffic numbers, exposure and performance.
- Carefully monitoring progress to achieve optimal performance over the manic shopping weekend.

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Cyber Weekend Performance:



Black Friday*



Black Friday 2014 became the retailer's biggest online trading day in history with IR working to ensure that River Island's products were everywhere that consumers were looking, rather than expecting busy shoppers to seek them out.

*Compared to avg. of 6 Fridays prior.



Sofa Sunday*



Sofa Sunday also fared similarly well. For River Island, 70% of Sofa Sunday conversions took place on a mobile device as Brits took to their tablets and smart phones to purchase gifts from the comfort of their home.

*Compared to avg. of 6 Sundays prior.



Cyber Monday*



Cyber Monday performance was also strong as IR helped River Island to launch carefully planned marketing campaigns which enabled them to take full advantage of heightened consumer spending without getting swept along by the discounting frenzy which some retailers engaged in.

*Compared to avg. of 6 Mondays prior.

Key Opinions:



"Knowing how powerful Google Shopping can be, we decided to really push River Island for the Cyber weekend period. We ensured that all aspects of the retailer's feed (titles, descriptions, categorisations, etc.) were fully optimised for increased relevancy and therefore conversion. Our efforts certainly showed and we are delighted to have played such an active role in River Island's strongest online trading day ever!"

Kashif Dalvi, Performance Manager at IR



"We are delighted with the overall performance of Google Shopping since we first launched. Intelligent Reach made it quick and easy to setup a well optimised product feed, while the ability to optimise bids at item-level in the platform was important to us as a fashion retailer. This has enabled us to easily optimise performance and increase our overall return on investment. The strong performance, in particular over the crucial Cyber weekend period, has led to us allocating more of our budget to Google Shopping next year."

Andy Miller, PPC Manager at River Island

The Future for River Island and Intelligent Reach:

IR are excited by their growing, collaborative partnership with River Island and look forward to using their expertise to help the retailer to expand into other, international markets. Both now and in the future, IR are assisting River Island in ensuring that the **Right Products** are in the **Right Place** at the **Right time**, whilst maximising profitability.