

A case study in data- driven eCommerce success

June 2024

Including a Case
Study from:



Case Study

With strict ROAS and SEO ROI targets, we set a data-driven strategy to drive more top-of-funnel organic traffic and squeeze more from their Google Ads budget.

- **Founded in 2008**
- **Specialise in selling farm related toys and models**
- Operating on **Shopify** and running a range of integrated marketing campaigns and channels



The Data Strategy

Created a system to visualise key metrics from every page of the website. Used AI to analyse this data and pull out key pages and insights.

- **Identified key data sources and metrics** to track and measure
- **Centralised data** from multiple sources in one system
- **Visualised the data** over a 15-month period for trend analysis
- **Used AI to analyse data**, spot trends and highlight optimisations (*we used hashed, non-identifiable data*)



The Data Strategy Results - (redacted)

Year-Month	2023 03	2023 04	2023 05	2023 06	2023 07	2023 08	2023 09	2023 10	2023 11	2023 12	2024 01	2024 02	2024 03	2024 04	TOTAL	YoY Trend	TREND	Updated
Page Path	Clicks	Clicks	Clicks	Clicks	Clicks	Clicks	Clicks	Clicks	Clicks	Clicks	Clicks	Clicks	Clicks	Clicks	0		#N/A	#N/A
/																		
/collections/tractors-machinery																		
/collections/toddlers-farm-toys																		
/collections/britains																		
/collections/john-deere																		
/collections/sandpit-toys																		
/collections/3-8-yrs-pedal-tractors																		
/blogs/news/farm-cake-creations																		
/collections/farms-animals-farm-sets																		
/collections/tonka																		
/collections/bruder																		
/collections/category_jcbs-diggers																		
/collections/horses-stables																		
/collections/electric-ride-ons																		
/pages/tractor-scales																		
/collections/farms-animals-farm-animals																		
/collections/tractors-machinery-tractors-farm-vehicle																		
/collections/combine-harvesters																		
/collections/siku																		
/blogs/news/best-outdoor-toys-for-toddlers																		
/collections/horses-stables-stables																		
/collections/tractors-machinery-remote-controls																		
/collections/britains-farmyard-132																		
/collections/2-5-5-years																		
/collections/land-rover																		
/collections/outdoor-toys																		

An example of one system we built to centralise and visualise data from key sources



The SEO Strategy

Used a forecast to analyse the potential of existing pages by page type and prepared a 6-month, prioritised plan of action.

- Many collection pages would benefit from better rankings with an **on-page SEO update**
- A **blog post editorial calendar** was required to drive more traffic and revenue from the blog
- Tech SEO issues needed to be fixed to **improve UX and site performance**



The SEO Results (collection pages)

Narrowing down the data to only the collection pages we updated, our data-driven approach and strategy drove some excellent results for Q4 (*until the flood!*)

550%

increase in clicks to collection pages from Organic Search YoY

295%

increase in Organic revenue from the collection pages we updated YoY

40+

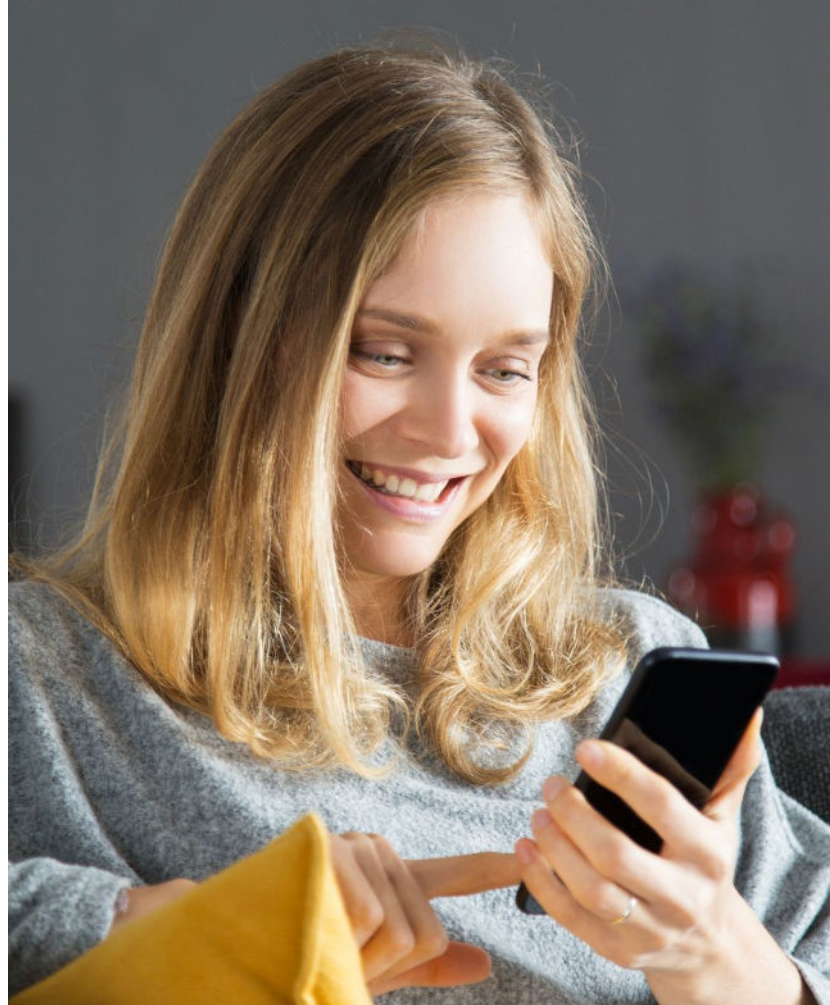
collection pages updated with **SEO copy, tech** and **internal links**

Data taken from Shopify, GA4 & Google Search Console

The PPC Strategy

Implemented a data-driven approach to identify opportunities and crafted a 6-month, prioritised plan of action for PPC campaigns.

- **Refined keyword targeting** to improve ad relevance & Quality Score, reducing the CPC
- **Optimised ad copy & CTAs** to enhance Click Through Rate across all campaigns
- Utilised **Performance Max campaigns** to leverage Google's machine learning for optimal ad placement across all channels
- Leveraged **smart bidding strategies** to optimise for conversion value, balancing cost efficiency with aggressive targeting for high-value prospects.



The PPC Results

Introducing performance rules ensured appropriate budget was getting spent on the right products at the right times.

6.66%

increase in
conversion value

2.66%

Increase in
clicks

18.83%

increase in
impressions

Data taken from Google Ads, GA4, Shopify

Q4 Combined Results

Taking a data-driven approach to SEO and PPC delivered an excellent YoY uplift in website sales with a lower marketing and advertising cost giving a higher ROI.

- Website sales up 18% YoY
- Website transactions up 11% YoY
- Average Order Value up 6% YoY
- SEO & PPC spend +1.77% vs previous year



Then the flood hit...

December 4th... a flood hits the **Farm Toys warehouse in Lopen**. This is the biggest month for sales all year.

All marketing activity is stopped and no orders can be placed online.

- **700+ orders left to fulfill**
- Thousands of pounds of **stock lost / damaged**
- **£100,000's of potential sales lost**



The aftermath...

The next 2 months were spent **sorting out damaged stock, cleaning and preparing the warehouse** to be operational again.

During the clean up process Julia and Kelly:

- **Donated unsellable stock to schools and charities**
- **Worked with suppliers to restock the warehouse**
- **Created a plan of action to relaunch ASAP**



Post-flood recovery

The online store **reopened at the end of January 2024** with digital marketing kicking off in February.

Since then **we've seen great success** for Feb, Mar, Apr vs the previous 2 years by continuing our data-driven, performance management approach.

- **YoY sales revenue up 27%**
 - 19% up vs 2022
- **YoY AOV up 15%**
 - 10% up vs 2022
- YoY Google ad spend **decrease of 10%**



A checklist for using data & AI to fuel marketing campaign success

Data Sources	Where are you gathering data from. Specifically what data do you need for your project? Storage and analysis can be expensive.
Quality of Data	Is the data accurate and has it been cleaned and prepared for analysis by humans and AI?
Storage of Data	Google Sheets, Data Warehouse, Bespoke System? Where will you store your data and will it be secure?
Tech Stack	Do you have an AI tech stack and can you trust it with your data? Or, do you have a plan in place to hash or hide your data?
Skilled Staff	Do you have resource to deliver an AI project and do you have the staff, or do they need upskilling or external support?



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