

CLIENT: SUE RYDER

MEDIA: PAID SEARCH & SHOPPING ADS

DATE: 15/02/2018

Sue Ryder

THE CLIENT

Sue Ryder is a charity which supports people with complex needs and life-threatening illnesses across the UK and Internationally.

Sue Ryder have an online shop which sells a wide range of products, mostly indoor and outdoor furniture, but also other items from Dolls Houses to Kitchenware.

404%

increase in monthly ROAS

vs. prev. agency

338%

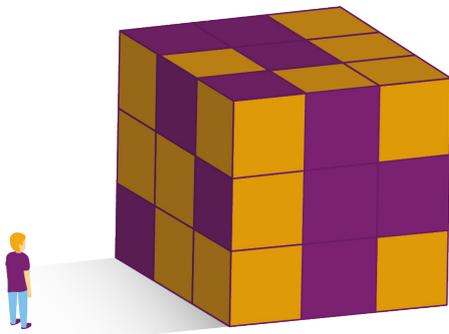
increase in monthly revenue

vs. prev. agency

188%

increase in YOY ROAS

2017 vs. 2016



THE PROBLEM

Sue Ryder were already running paid search activity for their online shop with another agency. After being impressed with the results delivered for other departments, Sue Ryder approached us to increase the revenue from the shop's paid search activity.

Following an immediate impact, expectations from Sue Ryder continued to grow. We were only too happy to step up...

THE SOLUTION

upriseUP started by introducing Shopping Ad campaigns (previously called Product Listing Ads) to the account. Once we had collected enough data we introduced a priority system for each product's associated search terms. Through considered analysis of search terms' propensity to convert, and sophisticated bid management across multiple variables, we were able to make significant gains!

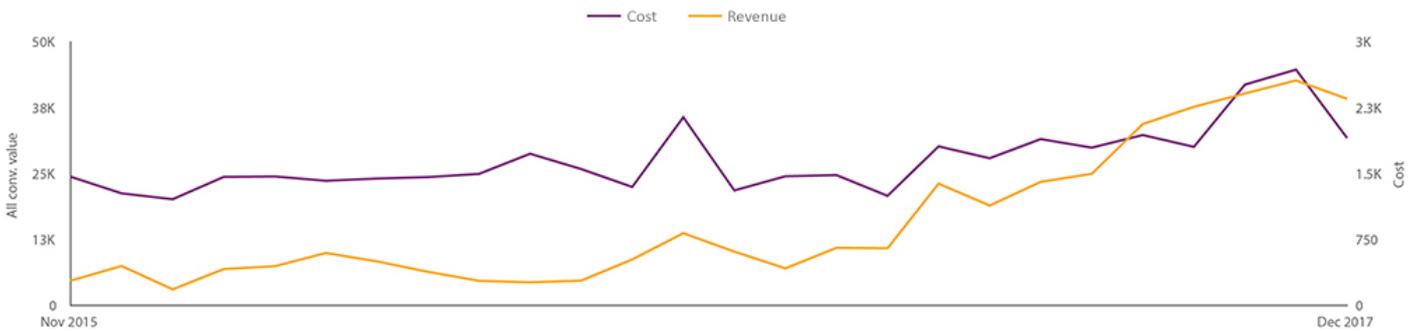
In Q1 2017, we helped Sue Ryder implement an automated shopping feed, direct from their online store. This allowed us to promote all products immediately, meaning we could focus on the strategy and bid management.



RESULTS IN DETAIL

Return On Ad Spend has improved significantly since we started activity. From 3.72 in November 2015 to 20.83 in December 2017. As expected, revenue shows significant growth over the same time period. From £4,690.66 in November 2015 to £39,196.01 in December 2017 (peaking at £42,673.38 in November 2017).

COST VS REVENUE (MONTHLY)



Combining revenue with ROAS shows a clear improvement in performance. Even during the ultra-competitive months of October and November, revenue still increased, with little impact on ROAS.



We have been using **upriseUP** for four years and have been very pleased with the results. We gave them the challenge of increasing traffic to our website, and enhancing our conversion rate without raising our level of investment, a tricky challenge; but by working closely with the team on strategy and product selection around our Google Shopping Ads, we've seen our ROAS increase significantly. We plan to keep investing in Paid Search, the business benefits are clearly established through working with **upriseUP**.

Sue Ryder



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