

LOCARIA CASE STUDY

PERFORMANCE LINGUISTICS FOR PAID SEARCH

A global, luxury retailer asked us to help optimise and grow strategic markets through origination of ad copies in the local languages

OUR OBJECTIVE

Locaria was tasked with expanding and improving existing paid search activity in France and Germany for a multibrand, luxury fashion retailer.

Legacy campaigns that had been directly translated from English were inherited from a previous agency. We aimed to improve performance by replacing the legacy campaigns with new campaigns created from scratch (or 'originated') in French and German.

Ad copy that has been simply translated from another language will not perform as well as campaigns that have

been created from scratch with the target market specifically in mind.

Rather than focusing on how closely ad copy resembles English, the emphasis should be on how it reads to native speakers, as well as how well it communicates the USPs of individual brands and products in that particular market.

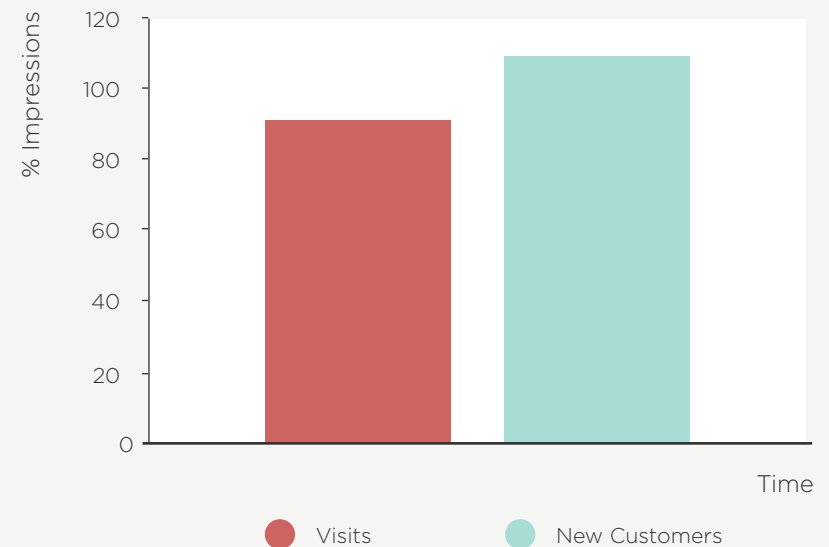
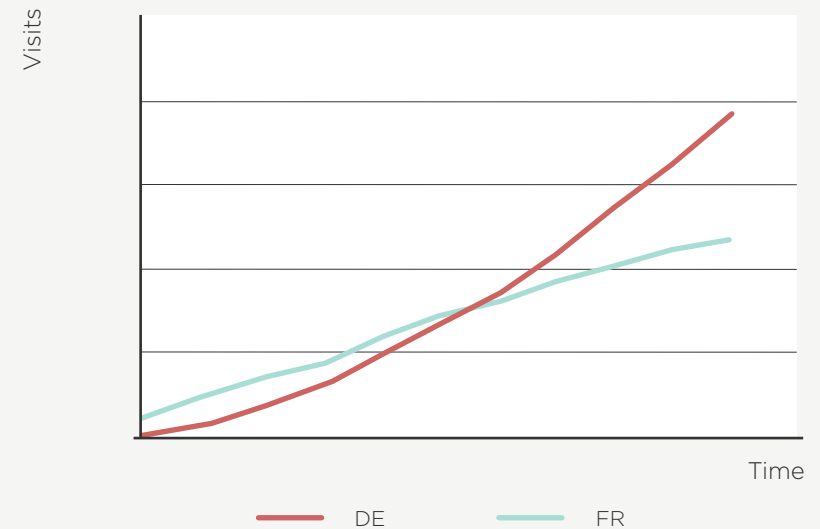
Locaria's objective was to generate incremental revenue, maintaining existing profitability and using the data resulting from new campaigns to dictate strategy moving forward.

WHAT WAS ACHIEVED?

While France had originally been the primary market for our client's expansion, the results from our campaigns convinced them that Germany actually offered a larger opportunity.

Over a 2 month period, our originated campaigns surpassed the performance of previously localised campaigns, helping to drive 91% more visits to the brand website, and increasing the number of new buyers and visitors by 110% over this period.

This highlighted the impact of the originated campaigns that were more relevant to their target audience.



HOW DID WE DO IT?

The initial phase of the test involved a combination of market research, opportunity analysis and local market knowledge in order to identify the list of designers to use for each market. Demand levels for specific brands and designers can obviously differ by location and knowing which have the best chance of success is an important first step.

Having drawn up our list of designers to use, we researched each in turn. With this brand understanding we were able to tailor the ad copy messaging accordingly. This resulted in the creation of very descriptive, naturally sounding ad copies that sold each designer in a specific way. Our team took the following steps:

1. Research

Our International Analysts answered the following questions:

- o What is the perception of the retailer in the market?
- o What are its unique selling points and how do they relate to expectations in the market?
- o Which brands, designers & products are customers interested in buying in the markets?
- o What is unique to these designers? What is the best way to describe their offering?

2. Campaign builds

After the initial background research period, Locaria worked on the origination of each ad copy. Understanding the market nuances and trends is fundamental to providing maximum returns on a fixed media budget. We were able to combine our knowledge of the German market with the USPs of the retailer and each designer to create unique, distinctive ad copies.

3. Initial Results

We ran the new originated campaigns together with the localised (existing) campaigns for a short period, to test the impact. The originated campaigns performed better, as they were diverting more qualified traffic to the website, as well as generating more revenue. This information was used to get a better understanding of the market and informed the decision to continue originating campaigns for this client.

4. Further Optimisation

Employing our Performance Linguistics methodology, we did some A/B testing of ad copies across the following areas:

- o CTA phrases
- o More informative vs vague descriptions

- o Original ad copies vs more creative ad copies
- o Delivery and payment information included in the ad copy

By improving, testing and analysing the performance of regional ad copies, Locaria helped to generate insights for each market and further improve the overall performance of PPC campaigns.

Using forecasted outcomes, Locaria was able to establish the following rules and actions that would drive future strategy:

- o Conduct on-going A/B testing of different ad extensions
- o Refresh ad copies across the best performing campaigns
- o Carry out continuous A/B testing of the ad copies with different messaging
- o Expand localisation test into generics cluster

SUMMARY

Having been tasked with improving performance and expanding paid search activity across two specific markets, Locaria delivered strong results by replacing existing campaigns that had been closely translated from English with campaigns originated in the local language.

The resulting performance improvements indicated that the increased relevance and more considered messaging of the originated campaigns drove sales more effectively than those simply translated from English.

As we generated more data, we were able to further refine campaigns based on a number of variables being tested.

Performance data from our campaigns also helped the client refine their strategy by identifying the size of the German opportunity. Without this, the client was at risk of overinvesting in a different market that would not have delivered at the expected level.





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