



Garden4Less

Hallam's success in increasing conversion rates, profit and traffic to the Garden4Less website won Marketing Excellence in Data & CRM at Masterclassing Marketing Awards.

Garden4less

Garden4Less Key Facts:

74%

Increase in profit arising from sales generated by online advertising.

60%

Improvement in the Ecommerce conversion rate.

£119,934

Increase in monthly revenues year on year, and still experiencing an upward trend.



Efficient management of a successful ecommerce operation requires the right skill sets, and the team from Hallam are leaders in the field. When it comes to online advertising, they have the expertise and experience to make our business stand out from the competition. We're growing fast, and this is due in no small part to the great work Hallam has done over these last few months.



Robert Osborne - Director

Garden4Less

The challenge

As an online retailer selling over 15,000 products, the team at Garden4Less was stretched to breaking point managing the highly competitive, highly detailed live Google advertising auctions critical to their success. A lapse in attention means missing out on sales opportunities, eroding profit margin, or worst of all, selling products at a loss.

Garden4Less has as its core mission to be the UK's leading online garden retailer, and the management team knew it needed a partner with the right expertise in order to achieve their goal.

Our approach

Hallam developed a highly analytic system to rationalising Garden4Less online advertising campaigns. We focused on reorganising and aligning campaigns to better reflect the commercial opportunities, taking into consideration both the relative and absolute profit margin associated with each and every product.

Using our advanced Google AdWords management approach we analysed years of data, and then created a model for maximising the profitability of the AdWords campaigns.

In addition to the paid advertising campaigns, our team of two professionals also reviewed the organic search traffic and identified that the site had received a Google penalty that was harming traffic to the site. We undertook a large scale disavowal campaign to restore Garden4Less to good standing in the Google index.

Hallam also provided support during the redesign of the website, working in partnership with Garden4Less inhouse design team to create a mobile friendly site capable of delivering sophisticated split testing.

The real innovation in our work with Garden4Less was the scripts which were developed in-house to manage and optimise the Google Shopping campaigns. This script not only worked out the ideal bids for each product group, it also implemented them automatically on the account.

The results

With Hallam's expert guidance, Garden4Less has moved significantly closer to their goal of becoming one of the UK's leading garden retailers.

Profits are up. Conversion rates are up. The amount of traffic to the site is up. And the cost per sale has fallen.

Under Hallam's guidance, Garden4Less is maintaining the essential balance of driving the right kinds of traffic at the right price, which results in a profitable growing business.

In just a few months, we have driven 83% more traffic from Google Shopping to the site, and maintained the same return on investment, which is also known as return-on-ad spend (ROAS).

INCREASED SALES REVENUE
39% increase in sales revenue
in just 9 months

£330,000

£460,000

