

1-2-1 Personal Gifts increases ROAS 52% by partnering with SearchLogic



About 1-2-1 Personal Gifts

- www.121personalgifts.com
- Based in Rogers, Minnesota
- A leading pure-play e-commerce retailer offering personalized or customized products

About SearchLogic

- www.searchlogic.com
- Headquartered in Portland, Oregon
- A digital advertising agency specializing in paid search, display, reporting, and analytics

Goals

- Improve return on ad spend (ROAS)
- Increase total ad spend and revenues
- Enhance profitability and growth

Approach

- Worked with a Google Partners Agency to implement Remarketing Lists for Search Ads (RLSA) campaigns
- Managed, launched, and ran RLSA for search and shopping campaigns segmented for each product and product type
- Rearchitected entire AdWords account, separating campaigns by match type for better control
- Structured shopping campaigns to allow bids at the SKU level

Results

- Improved total ad spend by 35%
- Increased Return on Ad Spend (ROAS) by 52%
- Grew total revenue 105%
- Increased Google Product Listing Ads (PLA) and Shopping revenue by 468%

Unmatched personal attention

Founded in 2008, the **1-2-1 Personal Gifts** e-commerce site's goal is to provide unique, fun, and high-quality personalized or customized products at reasonable prices. The company is especially well-received in the B2C market because it doesn't have a minimum quantity requirement; you can order just one personalized item. 1-2-1 Personal Gifts gives its customers an unmatched level of personal attention and flexibility in their shopping experience—well beyond what they can find with other gift sellers or larger e-commerce retailers.

Increasing ROAS, spend, and revenue

A few years ago, 1-2-1 Personal Gifts approached digital advertising agency and Google Partner **SearchLogic** to manage its Google AdWords and Shopping Product Listing Ads (PLA) campaigns. At the time, the e-commerce retailer had worked unsuccessfully with two agencies and attempted handling everything in house. The first goal was to improve ROAS; during the entire three years of advertising, 1-2-1 Personal Gifts only hit its ROAS targets during the holiday season. The next goal was to increase spend and revenue while keeping ROAS profitable so that the retailer could grow.

To meet the first goal, SearchLogic:

- Restructured the entire AdWords account to better reflect the website's structure and separate campaigns and ad groups by keyword match type
- Wrote new ads to expand relevancy to target better landing pages and meet best practices
- Created product listing campaigns to segment all products and bids at the SKU level:
 - Allowing 1-2-1 Personal Gifts to bid on each product individually rather than as one large group
 - Giving SearchLogic more control over targeting its budget and ad spend

As part of the second goal, to increase spend and revenue, SearchLogic:

- Launched callout extensions to highlight unique selling propositions (USPs) and new sales
- Set up enhanced ad site links with extended descriptions and better branding
- Helped get online ratings and seller rating extensions on the ads, increasing click-through rate (CTR) substantially
- Helped transition effectively from PLA to the new Shopping campaigns while retaining profitability and increasing efficiency
- Utilized Search Companion Marketing (SCM) and Display Select Keywords to target people with display ads who had searched for items that the retailer offered but had not visited the site before

- Implemented dynamic remarketing to show more relevant ads to people who had looked at specific products, allowing them to bid higher for these items
- Set up separate campaigns for and launched RLSA to bid for previously targeted keywords that were normally not profitable but became profitable under RLSA
- Launched dynamic search ads for new keyword targeting and product targeting on Search

Says Nick Banik, Director of Paid Media at SearchLogic, "These dynamic search ads were very useful because they allowed us to look at new opportunities for keywords that had never been bid before, to build out new ad groups, and discover where we could expand the account further." SearchLogic used it as a keyword expansion tool, especially as 1-2-1 Personal Gifts was introducing a number of new SKUs regularly.

The number-one channel

Since implementing RLSA and working with SearchLogic, the company has increased ROAS by 52% and total ad spend by 35%. It's grown total revenues 105% as well as PLA revenue by 468%. Revenues from Google AdWords and Shopping has become over 70% of the e-commerce site's monthly sales; Google is now its number-one channel.

SearchLogic was initially hired with some skepticism. 1-2-1 Personal Gifts didn't think it would be possible to get to the ROAS it wanted to be profitable. "They were pretty amazed that we were able to do it as fast as we did," says Banik. "We'd get calls every month saying, 'We don't know what you're doing, but we're running out of inventory. There are products being sold that haven't sold before.'"

In fact, the e-retailer had to hire additional people and temporary workers to deal with the increase in orders, and because they were breaking records. Working very closely with SearchLogic enabled 1-2-1 Personal Gifts to continue meeting sales goals during shifting inventory requirements.

Part of the business itself

SearchLogic become so intertwined with the business of 1-2-1 Personal Gifts that it begin to understand the e-commerce site's products and inventories. "It's what sets SearchLogic apart from other agencies," says Banik, "We act as an in-house extension of their marketing department."

And that kind of hands-on attention has paid off. "In the three years we have been using AdWords," says Tony Defrance, CMO, 1-2-1 Personal Gifts, "We have hired two agencies, tried managing it in-house, and have spent well over \$2 million with Google. Our account did not receive the ROI we desired until we partnered with SearchLogic."

