



Attribue

Bridging brand and performance efforts

OUR WORK



Leading UK fashion and lifestyle retailer

with a strong eCommerce and store presence across multiple markets. Competes in the mid-premium apparel segment, offering casual clothing and accessories for men, women, and kids.



Driving 14x ROAS Through Category-Led PPC & Shopping Strategy for Autumn Outerwear Promo

Client Background

A leading UK fashion and lifestyle retailer with a strong eCommerce and store presence across multiple markets. Competes in the mid-premium apparel segment, offering casual clothing and accessories for men, women, and kids.

Challenge

During the Autumn Outerwear promotion (20% Off), the objective was to drive incremental revenue efficiently while maintaining control on budget pacing.

Approach

We identified the most responsive audiences and product categories to capture intent during a short, high-competition promo window.

Solution

We developed a category-led PPC and Shopping strategy powered by audience layering and campaign restructuring:

- Introduced More2 audience integration and segmented by new vs returning shoppers.
- Expanded keyword coverage across outerwear, coats, and seasonal layering categories.
- Enabled Sale Performance Max (UK) to scale reach across Google surfaces with promo extensions.
- Used daily pacing checks and SA360 bid adjustments to maintain ROAS targets.

Impact Achieved

14x

ROAS achieved during the Promo period, +130% higher than BAU periods

+20%

Increase in CVR vs BAU

+125%

Growth in revenues for Outerwear Promo vs LY



Delivered 7.9x ROAS with Integrated Search, PMax and Demand Gen Activations for Mid-Season Sale

Client Background

A leading UK fashion and lifestyle retailer with a strong eCommerce and store presence across multiple markets. Competes in the mid-premium apparel segment, offering casual clothing and accessories for men, women, and kids.

Challenge

During the Autumn Mid-Season Sale (Up to 50% Off), the goal was to maximise revenue across categories while maintaining efficiency through controlled pacing and non-brand visibility.

Approach

We prioritised high-intent searches and aligned product feeds, audiences and category messaging to capture sale demand efficiently.

Solution

We built a full-funnel Google approach to maximise sale ROAS through Search, PMax and Demand Gen.

Promo-specific campaigns used tailored copy and sitelinks, with top non-brand terms (Dresses, Jumpers, Bags).

Audience layering re-engaged sale engagers and past purchasers, while Demand Gen video supported mid-funnel reach. SA360 pacing controls assured efficiency and ROAS stability.

Impact Achieved

7.9x

ROAS achieved during the Promo period, +130% higher than BAU periods

+18%

Increase in CVR vs BAU

11.2k

Adobe orders driven during the sale period



Driving Cost-Efficient Brand Awareness Through YouTube TrueView & Bumper Ads for Be Free Autumn Launch

Client Background

A leading UK fashion and lifestyle retailer with a strong eCommerce and store presence across multiple markets. Competes in the mid-premium apparel segment, offering casual clothing and accessories for men, women, and kids.

Challenge

During the Autumn season, the goal was to drive brand awareness and reach new audiences cost-efficiently through Google video formats.

Approach

We leveraged YouTube's TrueView & Bumper Ads to build upper-funnel awareness for the Be Free collection, layering creative formats & audience segments for maximum reach.

Solution

We activated a YouTube-first strategy targeting core audiences such as Millennial Mums and Active Dads through reach-optimised video formats:

We then activated brand lift study on our YouTube campaign which entailed audience signals to optimise toward higher view rates and brand recall.

Impact Achieved

1M

Views achieved with highest impressions from Millennial Mums

-16%

Lower CPMs achieved via YouTube vs Meta for Be Free campaign

2.7%

Absolute brand uplift achieved via YT BLS



Amplifying a New Fashion Capsule Launch Through YouTube & Search Strategy for Copper & Black Dresses Collection

Client Background

A leading UK fashion and lifestyle retailer with a strong eCommerce and store presence across multiple markets. Competes in the mid-premium apparel segment, offering casual clothing and accessories for men, women, and kids.

Challenge

During the Autumn launch of Copper & Black Dresses collection, the objective was to drive awareness and consideration for the new partywear range while improving efficiency through coordinated Google formats.

Approach

We paired YouTube video reach with search-driven intent capture to build awareness and conversion momentum for the capsule launch.

Solution

Copper & Black activity was supported with two new Generics Women's Partywear campaigns, Dresses DSAs & all Women's campaigns calling out Copper & Black Dresses copy and sitelinks in UK & IE. We also ran a Trueview For Reach campaign on YouTube. Focused on high-intent keywords like Dresses For Women, Trending Dresses, Party Outfits For Women and Velvet Dress. And YouTube was supported with Dresses Purchasers, AOV led Dresses CRM audiences along with our brand personified audiences

Impact Achieved

2.1M

Views achieved with highest impressions from Millennial Mums

3.7x

Search Adobe ROAS achieved

100

Adobe orders achieved on the first day of launch



Capturing Micro-Trend Demand Through Search & Shopping Strategy for Dresses With Pockets Collection

Client Background

A leading UK fashion and lifestyle retailer with a strong eCommerce and store presence across multiple markets. Competes in the mid-premium apparel segment, offering casual clothing and accessories for men, women, and kids.

Challenge

To capitalise on the growing micro-trend around Dresses with Pockets collection, the goal was to test category-specific search demand and validate efficiency through small-scale Google activation.

Approach

We used trend-based keyword insights to build agile campaigns targeting high-intent shoppers actively searching for pocketed dress styles.

Solution

We ran focused Search & Shopping activations with tailored ad copy and feed optimisation:

- Embedded “Dresses With Pockets” messaging within existing Women’s Dresses campaigns.
- Prioritised top-performing SKUs and aligned sitelinks to trending styles.
- Applied SA360 bid strategies to sustain efficiency during the test and monitored performance to inform future seasonal product pushes.

Impact Achieved

6.3x

ROAS achieved across Search & Shopping

2k

Adobe clicks driven

58

Adobe orders driven



Driving 4.6x ROAS Through Multi-Format Google Strategy for Copper & Black Spring Launch

Client Background

A leading UK fashion and lifestyle retailer with a strong eCommerce and store presence across multiple markets. Competes in the mid-premium apparel segment, offering casual clothing and accessories for men, women, and kids.

Challenge

During the Spring 2024 Copper & Black launch, the goal was to grow revenue and efficiency across Google touchpoints while testing new formats against 2023 baselines.

Approach

We evolved Copper & Black activity from a YouTube-led awareness plan in 2023 to a full-funnel performance approach across Search, Shopping, and Demand Gen in 2024.

Solution

We implemented a diversified Google strategy to capture both intent and conversion moments.

We activated Demand Gen • Expanded PMax / Shopping with 12 new Copper & Black SKUs, Enhanced Partywear Search campaigns with high-intent keywords and combined learnings to optimise creative, audiences and budget pacing for stronger ROI vs 2023.

Impact Achieved

+99%

Higher Adobe revenue vs LY

+385%

Higher ROAS achieved vs LY driven by multi-format integration

558

Adobe orders driven in 2024, up by 106% from LY



Delivered a 4.5x ROAS Through Feed-Based Demand Gen Shopping Tested for Men's Summer Campaign

Client Background

A leading UK fashion and lifestyle retailer with a strong eCommerce and store presence across multiple markets. Competes in the mid-premium apparel segment, offering casual clothing and accessories for men, women, and kids.

Challenge

In Q2 2024, the goal was to scale revenue from Google Demand Gen by testing new feed-based (shoppable) product ads against non-shoppable image/video formats to identify the most efficient creative and audience mix.

Approach

We launched new Demand Gen Feeds under the Summer Roadmap, using dynamic product ads tailored to male audiences while benchmarking results against non-feed Demand Gen.

Solution

We activated a feed-based Demand Gen Shopping strategy targeting male audience segments only with Active Dads, Mens Purchasers & their LALs. Our Men's Purchasers Lookalikes audience group drove the highest revenue.

Feed-based Active Dad ads outperformed non-shoppable ads with significant differences in overall performance. Insights driven from this test concluded that shoppable feeds help scale performance with improved ROAS efficiency, signalling future rollouts to other categories.

Impact Achieved

+1145%

Revenue uplift seen for Feed vs Non-Feed Active Dad ads.

-31%

Lower CPCs achieved with shoppable formats vs non-shoppable Demand Gen

70%

Of Adobe Revenue came from Mens Purchasers Lookalikes via feed based campaign



Driving 8.7x ROAS Through Demand Gen Audience Expansion for Winter Peak Campaign

Client Background

A leading UK fashion and lifestyle retailer with a strong eCommerce and store presence across multiple markets. Competes in the mid-premium apparel segment, offering casual clothing and accessories for men, women, and kids.

Challenge

During Winter Peak 2023, the objective was to increase consideration and purchase intent by refining audience personas and scaling high-value segments through Google Demand Gen activity.

Approach

We refined our audience mix by building 11 CRM-based first-party audiences including Past Winter Purchasers & lookalikes broad to increase Winter sales

Solution

We activated a Winter-focused Demand Gen strategy targeting seasonal categories and high-value CRM audiences:

- Deployed dynamic video / image ads featuring Winter collection USPs and product stories.
- Targeted audiences based on Winter key product categories, Genders and High AOV & CLV customers
- Benchmarked Google Demand Gen against Meta social campaigns for efficiency comparison.

Impact Achieved

+20%

Higher CTR achieved vs social campaigns

-56%

Lower CPA vs social campaigns

40%

Revenue generated via Past Winter Purchasers first-party audience data



2023 Black Friday SA360 revenues & ROAS improved significantly YoY

Client Background

A leading UK fashion and lifestyle retailer with a strong eCommerce and store presence across multiple markets. Competes in the mid-premium apparel segment, offering casual clothing and accessories for men, women, and kids.

Challenge

During Winter Peak 2023, the objective was to increase consideration and purchase intent by refining audience personas and scaling high-value segments through Google Demand Gen activity.

Strategic Planning

- Introduced Demand Gen and YouTube standalone with the current PPC activity mix
- Building Search & PMax BF campaigns
- Consolidating audiences and PMax search themes
- Supporting with ad copy calling out Daily BF Deals going live on site

Media Strategy

- PPC supported the following avenues: Brand, Non-Brand Generics, PMax, YouTube and Demand Gen, all with a 6% lower budget vs last year's Black Friday
- Built a cross-channel plan in line with Social channels

Impact

- We saw a 44% increase in traffic YoY due to improved Impr and CTR
- Our CR struggled through the period but our AOV increased by 7% YoY
- This led to increased revenues at a 26% higher ROAS



Driving Awareness & Intent with Google Ads Brand Lift Studies for a UK Retail Fashion & Apparel Brand

Client Background

A leading UK fashion and lifestyle retailer with a strong eCommerce and store presence across multiple markets. Competes in the mid-premium apparel segment, offering casual clothing and accessories for men, women, and kids.

Challenge

The brand wanted to measure the incremental impact of Google campaigns on awareness, ad recall, and purchase intent across seasonal peaks, ensuring media investments were driving meaningful brand outcomes beyond clicks and conversions.

Approach

Ran Google brand lift studies across YouTube & Demand Gen campaigns, covering:
Autumn Be Free 2023, Winter Where I Belong 2023 and Spring Fletchers 2024

Each study measured brand awareness, consideration, and incremental lift users per £ spent, segmented by gender and age cohorts.

Solution & Impact

We chose the following questions for our lift studies – “Which of these brands have you heard of?” and “Which of these brands would you consider buying from?”

- The Autumn Be Free saw a +2.7% brand awareness uplift reaching 103k lifted users at a less than <£0.10 cost per lifted user. Our Winter Where I Belong had a +2.3% purchase intent uplift with 58.6k lifted users at less than <£0.15 cost per lifted user. And lastly, we achieved a +3% awareness lift with our Spring Fletchers Demand Gen delivering 34.8k lifted users at less than <£0.40 cost per lifted user.
- Across all studies, we achieved a 5–10% headroom lift among key female audiences (18–24 and 65+) – validating the brand’s primary target audiences and Google Ads’ role in driving cost-efficient upper-funnel impact for seasonal retail campaigns.



Measuring Incremental Brand Impact with Meta Brand Lift Studies for a UK Retail Fashion & Apparel Brand

Client Background

A leading UK fashion and lifestyle retailer with a strong eCommerce and store presence across multiple markets. Competes in the mid-premium apparel segment, offering casual clothing and accessories for men, women, and kids.

Challenge

The brand wanted to measure the incremental brand impact of Meta campaigns on awareness, purchase intent and ad recall validating Meta's contribution to full-funnel growth.

Approach

Ran a Meta Brand Lift Study across core prospecting and retargeting campaigns, testing three key questions around ad recall, brand awareness, and action intent.

Solution & Impact

We chose the following questions for our lift studies – “Have you heard of BRAND?”, “How likely are you to purchase from BRAND?” and “Do you recall seeing a BRAND ad two days ago?”

The studies achieved 5x higher ad recall uplift vs industry average of +7.5 pts with 762k lifted users at £0.14 per brand lift. Purchase intent uplift also outperformed the industry average of +1.9 pts with 332k lifted users at £0.32 per lift. And lastly our brand awareness lift study, aligned with industry expectations given the campaign's structure and audience maturity. Overall, Meta delivered exceptional cost-efficient lift studies, driving meaningful full-funnel growth and validating its role in the brand's full-funnel media mix.



Prominent Live Theatre & Performing Arts Group Company

with iconic West End venues and a growing digital presence. Operates across the premium theatre and events segment, offering world-class musicals, concerts, and live experiences for diverse audiences year-round.



Driving 24.3x ROAS Through Full-Funnel Meta ASC Activation for Pre-Christmas Phase 1

Client Background

Prominent Live Theatre & Performing Arts Group Company with iconic West End venues and a growing digital presence. Operates across the premium theatre and events segment, offering world-class musicals, concerts and live experiences for diverse audiences year-round.

Challenge

To scale festive ticket sales across multiple shows while maintaining efficiency and reach through Meta Advantage+ Shopping Campaigns (ASCs) during the key pre-Christmas period.

Approach

We launched ASCs for LW Brand, most watched shows, layering existing CRM and lookalikes within prospecting segments to maximise ticket sales

Solution

- Implemented four ASCs to capture brand driven and show intent users across various LW persona audience tiers.
- Maintained a balanced spend split: 67% prospecting and 33% existing / engaged audiences.
- LW Brand ASC contributed 62% of total Meta platform revenue.
- Robin Hood was one of top performing ASCs with reputable market presence of the show driving sales.
- Creative testing insights fed into Phase 2 planning for fresh asset rotation and copy refresh.

Impact Achieved

-11%

Lower CPMs achieved vs forecast for Xmas Phase 1 Ticket Sales

4000

Meta platform orders achieved

+56%

Revenue share came from prospecting audiences showing proof of new customer growth



Driving 39.3x ROAS Through Full-Funnel Google PMax & Search Activation for Pre-Christmas Phase 1

Client Background

Prominent Live Theatre & Performing Arts Group Company with iconic West End venues and a growing digital presence. Operates across the premium theatre and events segment, offering world-class musicals, concerts and live experiences for diverse audiences year-round.

Challenge

To drive incremental ticket sales across key shows through Google Performance Max and Search while maintaining strong ROAS and category-level efficiency during the Christmas build-up period.

Approach

We structured a unified PMax campaign with asset groups for LW Brand, Phantom of the Opera, Robin Hood and Back to the Future, aligning budgets by show demand and AOV potential.

Solution

We built dedicated PMax asset groups for brand and show categories aligned to audience demand.

Combined keyword-based Search coverage to capture ticket intent efficiently.

Applied automated bidding and daily pacing checks to maintain cost efficiency across all campaigns.

Synced creative messaging and ad extensions to seasonal keywords to maximise festive visibility.

Impact Achieved

32k

Clicks driven via Search and PMax

3.3k

Google platform sales achieved

£208

Google AOV achieved, +16% higher than Meta AOV



Driving Cost-Efficient Lead Generation Through Meta Campaigns for Summer Weekend Wins Competition

Client Background

Prominent Live Theatre & Performing Arts Group Company with iconic West End venues and a growing digital presence. Operates across the premium theatre and events segment, offering world-class musicals, concerts and live experiences for diverse audiences year-round.

Challenge

To generate quality leads at scale for Summer Weekend Wins campaign, focused on targeting new customers and existing audiences.

Approach

We launched a five-week Meta lead generation campaign using Instant Forms and prize-specific image, video and carousel ads to engage theatre enthusiasts and convert high-intent audiences efficiently.

Solution

Activated Interest and Lookalike audiences across theatre and musical segments.

Introduced prize-specific ads (Afternoon Tea, Theatre Tours, Year of Theatre) to drive engagement.

Refreshed creatives and spend phasing optimisation weekly to reduce CPMs and CPLs.

Applied Meta's Advantage+ automation to improve delivery & quality of leads over time.

Impact Achieved

25.5K

Leads generated across the five week prize competition

2.9M

Impressions achieved with cost efficient CPMs

98%

Of the leads generated (25k) came from our Musical & Theatre Interests ad set



Driving 30.9x Cross Channel ROAS Through Integrated Google & Meta Activation for Back To The Future 2024

Client Background

Prominent Live Theatre & Performing Arts Group Company with iconic West End venues and a growing digital presence. Operates across the premium theatre and events segment, offering world-class musicals, concerts and live experiences for diverse audiences year-round.

Challenge

To scale ticket sales and sustain efficiency for Back To The Future – The Musical through always-on Google and Meta activity across discovery, retargeting and intent layers.

Approach

We aligned Google Search and Meta campaigns under a unified performance framework focused on consistency of audience, messaging and measurement.

Solution

We executed a cross-channel full-funnel strategy combining reach, remarketing and intent capture:

Structured Meta Prospecting and Retargeting flows to nurture awareness through purchase.

Applied creative testing across SIA and Carousel formats to sustain engagement.

Shared high-performing audience lists between channels to enhance automation and ROAS.

Impact Achieved

41.5X

ROAS achieved via Search campaigns

27.3X

ROAS achieved via Meta platform

£159

Cross-channel AOV achieved



Driving 9x ROAS Through Meta Campaigns for Something Rotten & Oklahoma Shows

Client Background

Prominent Live Theatre & Performing Arts Group Company with iconic West End venues and a growing digital presence. Operates across the premium theatre and events segment, offering world-class musicals, concerts and live experiences for diverse audiences year-round.

Challenge

To drive ticket sales and awareness for Something Rotten and Oklahoma during their summer run through efficient Meta campaigns, balancing creative testing and audience performance.

Approach

We launched concurrent Meta campaigns for both titles, aligning audience structure, creative rollout, and burst scheduling to capture peak summer demand efficiently.

Solution

Activated Interest, Theatre Enthusiast, and Lookalike audiences across both titles.

Structured weekly burst optimisations to capitalise on key sales periods.

Tested ad copy and caption variations to improve engagement and CTR.

Reinvested learnings from top-performing creatives to strengthen conversion efficiency.

Impact Achieved

+10%

Higher ROAS achieved by Oklahoma vs Something Rotten

4.4M

Impressions achieved for both shows combined

58%

Of total revenue was contributed by Something Rotten



A leading UK health and beauty retailer

with a strong nationwide store network and rapidly expanding eCommerce presence. Competes in the affordable premium segment, offering skincare, cosmetics, fragrance, personal care, and wellness products for diverse consumer needs.



Driving +51% Revenue Growth YoY Through Phased Google Activation for Black Friday 2024

Client Background

A leading UK health and beauty retailer with a strong nationwide store network and rapidly expanding eCommerce presence. Competes in the affordable premium segment, offering skincare, cosmetics, fragrance, personal care, and wellness products for diverse consumer needs.

Challenge

To maximise efficiency and revenue during the competitive Black Friday 2024 period by adapting Google investment strategy to changing consumer shopping patterns.

Approach

We identified early-shopping intent trends and restructured Google activity to front-load investment ahead of the main event while safeguarding budget for peak-week demand.

Solution

Front-loaded spend into pre-Black Friday weeks to capture early intent.
Applied automated bidding with margin targets to balance ROAS and volume.
Synced budgets dynamically across high-performing categories and promo SKUs.
Used hourly pacing systems and impression-share data to prioritise high-value inventory during peak periods.

Impact Achieved

+17%

Higher ROAS vs LY

+42%

Uplift in conversion rate

23%

Of total online revenue came from Paid Search, highest performing digital channel



Strengthening Fragrance Growth via Dual CSS PMax, Modern Search and shifting to Enterprise Portfolio Bidding

Client Background

A leading UK health and beauty retailer with a strong nationwide store network and rapidly expanding eCommerce presence. Competes in the affordable premium segment, offering skincare, cosmetics, fragrance, personal care, and wellness products for diverse consumer needs.

Challenge

To sustain and scale PPC revenue and ROAS in the fragrance category in 2024 while optimising budgets following reduced PPC investment vs last year.

Approach

We focused on driving category efficiency and scale through refined Google activation — consolidating campaigns, optimising feed performance, and prioritising full-funnel visibility.

Solution

Activated Fragrance Dual CSS PMax campaign optimised for full-line performance.

Shifted to a combined portfolio bid strategy to balance ROAS and conversion volume.

Enhanced feed coverage across hero brands and high-margin SKUs.

Improved creative asset variety to strengthen upper-funnel reach and lower-funnel performance.

Impact Achieved

+342%

Revenue uplift in Search campaigns (moving from SKAG to Modern Search structure)

+43%

Higher category ROAS achieved

-24%

Lower spend vs last year to reduce reliance on Fragrance sales



Improving Skincare Growth via Pushing High Margin SKUs and Launching Dual CSS PMax

Client Background

A leading UK health and beauty retailer with a strong nationwide store network and rapidly expanding eCommerce presence. Competes in the affordable premium segment, offering skincare, cosmetics, fragrance, personal care, and wellness products for diverse consumer needs.

Challenge

To improve profitability and sustain volume in the skincare category after reduced PPC budgets, while maintaining ROAS growth in a competitive environment.

Approach

We restructured skincare campaigns to strengthen efficiency, applying automation and feed improvements while optimising creative and conversion elements.

Solution

Activated Skincare Dual CSS PMax campaign optimised for full-line performance.

Improved conversion rate (+18 % YoY) through refreshed assets and better product coverage.

Implemented MRR optimisations on a daily basis within our pacings and prioritised efficiency through feed enhancement and bid optimisation after a -19% PPC spend reduction.

Impact Achieved

+18%

ROAS uplift in 2024 vs last year

+24%

Higher Margin for Skincare

Stable

Revenues achieved for Skincare at better ROAS efficiency



Driving 34% Revenue Growth Through Expanded Google PMax & Search Activation for Cosmetics 2024

Client Background

A leading UK health and beauty retailer with a strong nationwide store network and rapidly expanding eCommerce presence. Competes in the affordable premium segment, offering skincare, cosmetics, fragrance, personal care, and wellness products for diverse consumer needs.

Challenge

To scale revenue and ROAS in the Cosmetics category while managing higher CPCs across Search and Shopping channels.

Approach

We increased overall Google investment in 2024, expanding PMax and Search coverage to capture incremental category demand and improve conversion rate performance.

Solution

Increased total PPC spend by +27% vs LY to support new campaigns.

Delivered growth through +6% higher CVR and +5% CTR YoY across PPC Cosmetics campaigns.

Prioritised high-performing Shopping and PMax formats driving 57% of category revenue.

Impact Achieved

+34%

ROAS uplift in 2024 vs last year

+5%

Improved AOV vs LY

3.8M

Clicks driven with increased spend



Automation Case Studies

Automated campaign pacing, reporting, and performance tracking — cutting manual workflows by 90% and improving budget accuracy across markets.



Automating PPC Budget & Performance Tracking via SA360 and Adobe Analytics

Client Background

A leading UK fashion and lifestyle retailer with a strong eCommerce and store presence across multiple markets. Competes in the mid-premium apparel segment, offering casual clothing and accessories for men, women, and kids.

Challenge

Campaign budgets often fluctuate due to promotions, seasonal shifts, and pacing errors. Manual tracking consumed hours weekly and limited real-time visibility on overspend or under-delivery.

Approach

Build an automated Excel Budget Monitor connecting SA360 and Adobe Analytics data across UK, IE, and US markets.

Solution & Impact

Built an automated pacing tracker using Web Queries and macros to refresh data daily across UK, IE, and US markets.

The dashboard tracked daily & MTD performance with smart variance alerts and weekly SA360 reports for trend insights — cutting manual work by 90%, improving pacing accuracy to $\pm 3\%$, and enabling faster, data-driven budget reallocations.



Maintaining Search Auction Leadership in a Competitive Retail Market

Client Background

A leading UK fashion and lifestyle retailer with a strong eCommerce and store presence across multiple markets. Competes in the mid-premium apparel segment, offering casual clothing and accessories for men, women, and kids.

Challenge

The brand often was sharing paid search and shopping auctions with brands like Joules, Next, and M&S. The goal was to establish a structured competitor monitoring system that could guide tactical bidding and campaign optimization decisions

Approach

Build a monthly competitor monitoring system analysing Auction Insights, Similarweb traffic, Google Trends and our Competitor Search campaigns performance

Solution & Impact

We implemented a focused competitor bidding and brand defense strategy, strengthening visibility on core brand terms while capturing incremental traffic from key rival searches. Auction Insights revealed rising overlap from new entrants and reduced activity from a key competitor, enabling smarter budget reallocation. The campaigns maintained 15%+ impression share on competitive keywords and sustained strong market visibility without additional spend.



Designing a Seasonal Launch Planning Framework for a UK Retail Fashion & Apparel Brand

Client Background

A leading UK fashion and lifestyle retailer with a strong eCommerce and store presence across multiple markets. Competes in the mid-premium apparel segment, offering casual clothing and accessories for men, women, and kids.

Challenge

Ahead of the Autumn 2023 launch, the brand needed to consolidate its seasonal planning across markets (UK, IE, US). Previously, campaign planning lived in disconnected sheets — creative approvals, ad copy, targeting, and tracking were handled separately by teams, resulting in delayed launches, inconsistent messaging, and reporting gaps.

Approach

We created the Seasonal Launch Workbook to centralize every layer of paid media execution — from creative briefing to copy deployment — and to give both internal and agency teams a single, repeatable operating system for seasonal campaigns.

Solution & Impact

We built a multi-tab Seasonal Launch Workbook consolidating campaign overview, creative specs, PPC ad copy, audience plans, and measurement frameworks serving as a reusable blueprint for future seasonal and peak launches.

The workbook unified creative and performance workflows, enabling a simultaneous cross-market go-live and reducing setup time by 60%.

PPC focused on category-level promotions for outerwear and knitwear, while Meta drove video-led awareness and retargeting.



Building a Cross-Market Promo Planning Framework for a UK Retail Fashion & Apparel Brand

Client Background

A leading UK fashion and lifestyle retailer with a strong eCommerce and store presence across multiple markets. Competes in the mid-premium apparel segment, offering casual clothing and accessories for men, women, and kids.

Challenge

For the 20% Off Autumn Outerwear promo, the brand needed a single planning framework to align creative, copy, and performance workflows across the UK, IE, and US. Previous promo launches required manual coordination between teams, leading to inefficiencies and delayed activations.

Approach

We designed a multi-tab Promo Planning Workbook integrating all campaign touchpoints

- Promo Brief
- Promo Ad Copy Tabs for all regions
- Setup & Scheduling
- Creative Specs

Solution & Impact

The Promo Brief defined objectives, audiences, and key messaging for the “20% Off Outerwear” promo.

Copy tabs (UK/IE/US): Localized RSA ad copy and CTAs tailored to each market’s language and tone. Setup & scheduling tab was created to map the rollout dates and asset readiness (RSA, sitelinks, extensions). Creative specs tab included standardized formats across Meta and Google to accelerate design-to-launch turnaround.

The promo sheet streamlined the entire paid media workflow, ensuring a simultaneous go-live across UK, IE, and US with full creative and budget alignment. This created a reusable campaign blueprint now adopted for future promos across categories.



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