

## Adthena: River Island

## RIVER ISLAND

### The Problem

In recent years Black Friday has become one of the biggest shopping days of the UK calendar. With a sales market valued at over £1.23 billion according to IMRG, retailers prepare for the event months ahead to make sure they maximise their exposure to the market. Traffic is estimated to increase by an average of 220% on this day. As a result, competition to dominate the small number of adword opportunities on key search terms on Google's search engine results page (SERP) is rife.

On such a significant day, Adthena worked with River Island to help the UK fashion retailer gain a better understanding of the SERP and maintain its position.

Focusing on Friday 25th November, the campaign took place over less than 48 hours, starting on Thursday 24th in the evening, and finishing on the morning of Saturday 26th. Closely working with River Island over the period, Adthena produced minute by minute real time data that identified where bid and copy changes could help improve and maintain the retailer's position. The paid search team could then re-distribute budgets accordingly. As Adthena is the only provider that can provide minute by minute real time competitor monitoring, River Island was able to develop a significant advantage over its competitors.

### The Results

**"Black Friday is the biggest retail event of the year for us. Having everything we need to ensure River Island is competitive is critical to our success. With Adthena's real-time data as a part of our strategy, we could act on changes to the SERP and competitor activity immediately. Adthena's invaluable support, enabled us to maintain a strong share of voice and drive increased traffic to our website."**

Andy Miller, PPC Manager at River Island

### The Solution

Identify competitive Black Friday terms and build a campaign to utilize these. Maintain position by using Adthena's real-time data to monitor minute by minute changes on Google's SERP and make appropriate changes in AdWords.

**The numbers speak for themselves.**

River Island Black Friday campaign achieved:

**54%**

increase in traffic was seen, compared to Black Friday 2015

**82%**

increase in sales compared to last year



Customer Acquisition



Cost Savings



Brand Protection



Strategic Intelligence