



Adthena

RIVER ISLAND

CASE STUDY

# Delivering an 82% sales increase for River Island on Black Friday

With a sales market valued at over £1.23 billion by IMRG, Black Friday is now one of the most valuable shopping events in the UK calendar – and major retailers need as big a slice of the action as they can achieve.

Fashion retailer River Island is no exception, wanting to benefit from the estimated 220% increase in shoppers who are online during this day. But with so many extra potential customers, there is huge competition for paid search visibility.

## Key results

Adthena's insights helped River Island deliver a tactical campaign that could be optimised for the duration of the Black Friday weekend.

It achieved:



YoY Increase in traffic



Increase in sales on previous year

## The challenge

The key challenge for River Island was to deliver a results-driven campaign both in the run up to, and during the even – while facing intense competition for traffic from rivals. Because of the short time-frame, it was essential that the campaign benefited from competitive intelligence on campaign performance and competitor behaviour.

## The solution

Adthena provided data that quickly identified where bid and copy changes could help improve and maintain high PPC rankings and impressions. This allowed the River Island team to optimise their campaigns and redistribute budgets to where they would deliver the best return. Because Adthena is the only technology that provides insights into competitor behaviour, River Island was able to outpace their competitors throughout the whole Black Friday campaign.



*Black Friday is the biggest retail event of the year for us. With Adthena's data as a part of our strategy, we could optimise our campaigns for the SERP based on competitor activity. Adthena's invaluable support, enabled us to maintain a strong share of voice and drive increased traffic to our website.*

**Andy Miller** PPC Manager, River Island



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Turn the page to see how it worked for River Island

## The insight

# River Island stay ahead of competition on the most valuable day of the year

## Instant insights to drive success

Because Adthena delivers frequent daily data, River Island were able to amend and improve their paid search strategies during a critical period, ensuring they stayed ahead in a competitive and during a period of intense paid search activity.



## Outperforming previous success

The proof of Adthena's power rests firmly on the bottom line. With an 82% increase in sales over the previous year, Adthena were fundamental to delivering increased profits.



## Maintaining strong brand presence

Powerful paid search campaigns ensure that River Island's brand is highly visible at times when large numbers of customers are online. Adthena delivers customers that didn't originally go online to shop with River Island.



## Prepared for the busiest sales period

Competitive insights ensure that River Island's digital marketing team is not only prepared for busy sales periods like Black Friday, but also that they have intelligence that allow them to adjust their strategy as soon as they need to.



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Turn the page to see the background working with River Island