

## HERWAY AVENUE

### Services

- Shopify Development
- B2B Wholesale

### Objectives

To develop an interactive and competent Online Shopify Store for driving Sales and Revenue

“ Working with Click during this launch helped us scale considerably on YouTube... they regularly keep us up to date with all of the latest developments from Google, as well as access to beta tests and new platform features that have helped us meet our marketing goals.”



### About Herway Avenue

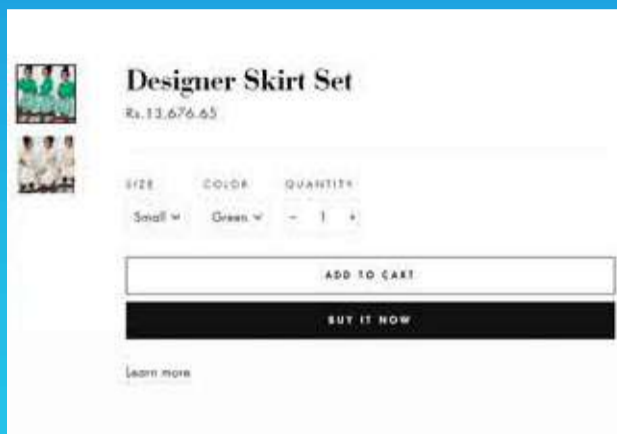
They specialize in the hottest and most trending styles in woman clothing! Based In New Orleans , and have taken over for finding beautiful styles.

### The Challenge

Herway Avenue worked towards a key performance indicator (KPI) of cost-per-lead (CPL) requested by the client and looked at the typical buyer personas who would be interested in their products as well as exploring different audience.

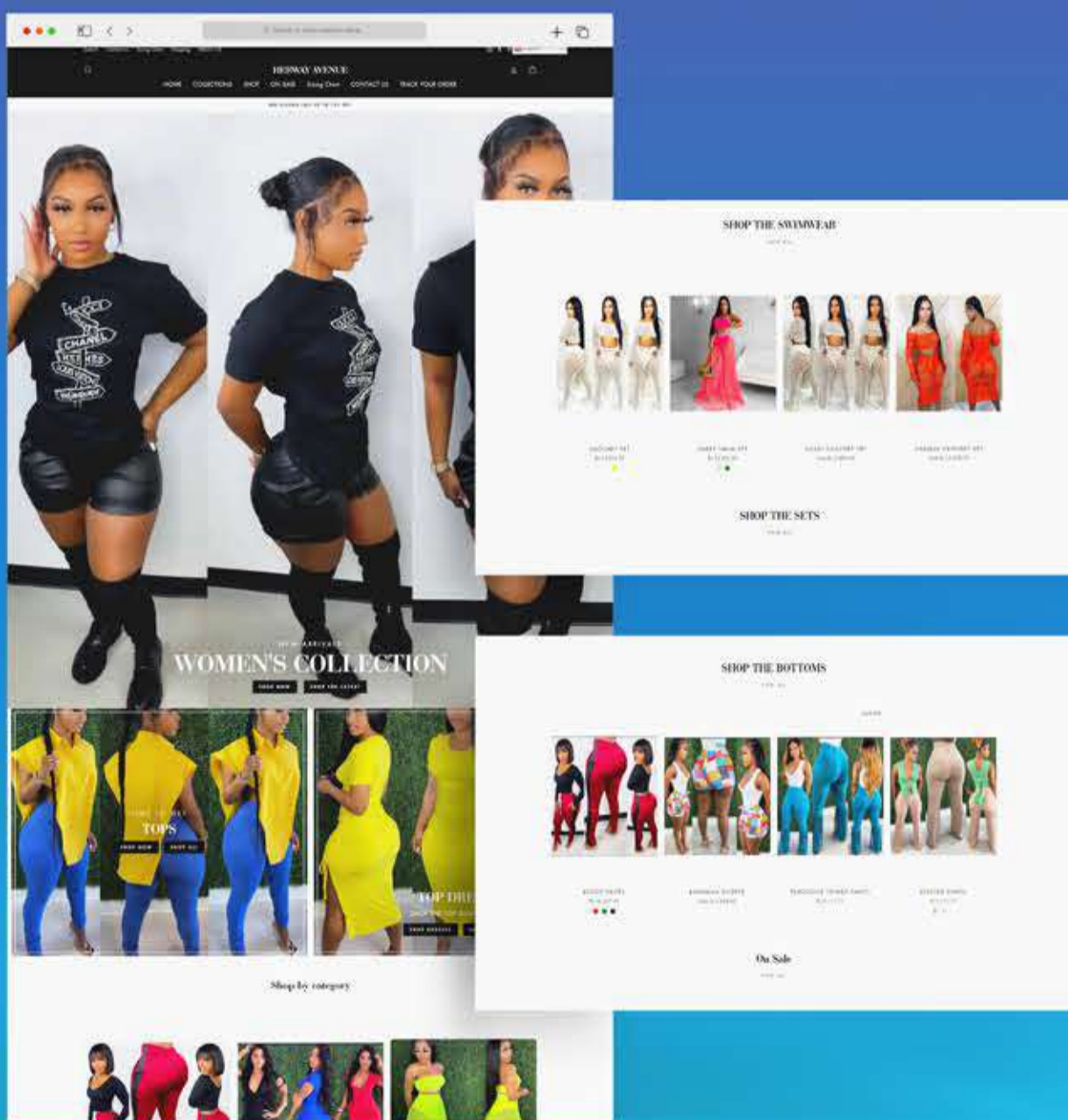
### How We Helped

Herway Avenue decided to implement the broad match keywords to tap into more queries and attract incremental traffic to SIM USA website. To begin with, smaller campaigns were placed live, and monitored over a 2 week period. The results were an immediate success, with an increase in conversions at strong ROAS.



We consistently saw strong growth in both revenue and ROI. We looked at attribution modelling to set separate targets for high assisting keywords. We also analysed the effects of different free delivery thresholds on average basket values to help determine the optimum threshold. We utilised mathematical models to determine bid adjustments for day parting, location, device, and RLSA. Our sole focus was always on increasing the profitability, and we constantly tested different ROIs, and the resultant revenue to determine which levels maximised profit

## Stats



### Results

SIM USA Phone Parts joined us in January 2021 on a 2 month basis, they renewed after this period and again we're looking forward to another year of progress and our continued relationship with iBrands Mobile. We report them on a general monthly basis, we have given them the scalability, growth and longevity they were looking for since pre September '20. The other key thing we've helped them with is insight into what is working already. So we can take that data from an audience, ad copy, or video asset perspective and see what's worked in the past if they are launched with a new, similar, promotion. We were able to introduce new ways of looking at audience bases, using both data driven audience selection and search-term based custom audience set up and segmentation

