

1

The objective

Balsam hill are the leading provider of artificial Christmas trees, recognised for their realism and quality. Used for film, television and even adorning the halls of global celebrities. After their internal paid media teams drove a meteoric expansion in the US & UK markets, it was essential that they chose the right partner to manager their next multilingual market expansions into Germany and France.



The challenge

Christmas trees are a traditional part of many people's winter celebrations, however many markets behave in different ways when they research and purchase their trees. Understanding and localising their PPC campaigns was the first challenge. In addition to this, being a highly seasonal product meant that traditional campaign management strategies just wouldn't cut it - Meaning a bespoke bid management and optimisation schedule was required.

2

3

The platforms

To enable the client to get the absolute maximum returns for their budget in a high-intent, fast paced market - We implemented Paid Search campaigns on both Google and Microsoft (Bing).



The strategy

Our overarching objectives for the season were to drive visibility and consideration in by maintaining a high impression share, and to maximise digital acquisition by channelling budgets into the most effective products..

4

5

The tactics

There are several key considerations we needed to account for with these highly seasonal retail campaigns. One of the most challenging is the approach to automated bidding strategies. Whilst machine led bidding has advanced considerably over the last couple of years, and we were confident that a machine learning led account structure was the best plan, demand ramps up incredibly quickly during the lead up to the Christmas period. This leads to traffic levels doubling daily from early November. This steep demand curve can throw the algorithm through a loop without an effective management strategy.



The results

Over the course of the 2020 holiday season, Balsam hills Paid Search activity grew their overall sales by an incredible 78% YoY.- Simultaneously Clickoo only increased overall advertising spend by 2%. This improvement combined with an average order increase has led to a more than 100% improvement on ROI for their campaigns.

6

Increased sales



Conversion rate



Return on investment



“ We love working with Clickoo with their knowledge and expertise in PPC. We've been able to build a strong working relationship with their highly collaborative, engaging and agile team. I look forward to more years of efficiency and growth as we continue to work with them. ”



Performance Marketing Supervisor