



CASE STUDIES

# STAGNANT PERFORMANCE

# L.K. BENNETT



## The results

- Exceeded revenue targets by average of 62% since campaign began in November
- Consistently exceeded revenue targets since w/c 24th January
- Increased sales by 135% from November 15 to April 16
- Increased return on investment by 25% from November 15 to April 16

## The key problem

Until November, L.K. Bennett were working with an underperforming agency that was missing their ambitious weekly revenue targets.

Alongside this, the brand wanted to encourage customers to purchase direct from their online store, as opposed to via a reseller site i.e. House of Fraser.

## The client

L.K. Bennett is a well-known women's fashion brand operating in high street stores and concessions across the country.

Offering a wide range of sophisticated trends, their target audience are typically late 20s, 30+ women who are career-focussed with disposable income.

## Core Objectives

- Raise awareness of L.K.Bennett as a brand.
- Increase conversions from new customers.
- Appear above resellers within the paid search listings.
- Provide weekly insights and carry out optimisation to ensure weekly targets are met.

## Our approach

### Strategic

- Give the user a compelling reason to buy directly from L.K. Bennett and create a positive reflection of the brand.
- Expand the account with shopping and remarketing activity to acquire new customers and raise awareness of LK Bennett as a brand.

### Tactical

- We developed the strong Brand campaign to ensure L.K. Bennett ads appeared top of paid listings, ahead of concession resellers.
- We created offer-led ad copy quickly to maximise click through rate and drive as many visitors to the site as possible.
- Alongside Brand and marketing activity, we tested new generic keywords in-line with their new Bridal range to introduce the brand to a new audience.
- Expanded upon their shopping campaigns to spend budget in the highest revenue categories and applied remarketing to all campaigns to recapture loyal customers.

## What the client says

"Since beginning work with Silverbean, I have been very impressed not only with the day to day management of our campaigns but also their technical knowledge and digital marketing insights they bring to the table. Nothing is ever an issue for the team and their help has been invaluable to L.K.Bennett, I would not hesitate to recommend the agency"

**Graham Broomfield**  
eCommerce Director

**L.K.Bennett**  
London