Farfetch brings boutique fashion to international shoppers.

Online retailer sees explosive growth across international markets through improved paid search advertising using Adobe Media Optimizer.

FARFETCH

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Rich Brown, head of performance marketing, Farfetch

SOLUTION

Adobe Media Optimizer solution within Adobe Marketing Cloud

RESULTS

119%
GROWTH

IMMEDIATE IMPACT
Improved click-throughs 74% and conversion rates 13%, contributing to a year-over-year revenue increase of 119% enabled by Adobe Media Optimizer

11%
ROI INCREASE

STRONG RETURNS
Greatly improved efficiencies in keyword and bid management, along with higher revenue, support an 11% increase in ROI from Adobe Media Optimizer in the second year of use

GLOBAL EXPANSION
Tracked search marketing activities across five search engines in eight languages from a central dashboard

ADVANCED CAMPAIGNS
Leveraged advanced campaign management to automatically create and schedule thousands of pieces of paid search advertising copy

Farfetch

Established in 2008

Employees: 400

London, England

www.farfetch.com

CHALLENGES

· Invest paid search advertising dollars effectively to promote growth

· Expand into international markets

· Manage millions of search keywords with a small internal team

· Effectively use non-brand keywords to reach new audiences

Boutique fashions at scale

Fashion lovers will search high and low for unique fashions that can help them express their unique style and vision. Farfetch is a website that connects stylish shoppers around the world with hundreds of independent boutiques and thousands of diverse brands. Founded in 2008, the company now has offices on three continents and reaches audiences worldwide.

Farfetch's revenue has been doubling each year over the past three years. "Farfetch is experiencing explosive growth and a significant amount of our website traffic comes from search engines," says Rich Brown, head of performance marketing at Farfetch. "We work extensively on non-brand keywords to encourage growth and managing those keywords can be time consuming and expensive."

With business growing and changing daily, Farfetch needed to make big changes to its paid search advertising strategies and campaigns quickly. The company chose to gain greater control over search marketing by switching from a third-party agency to in-house operations. "We operate massive, international paid search campaigns involving millions of keywords," says Brown. "It would be impossible for us to handle that many keywords manually. Adobe Media Optimizer within Adobe Marketing Cloud was the only tool that gave us the robust and automated paid search advertising campaign management we needed."

Strong growth, efficient returns

With 20% of traffic coming from pay-per-click search engine advertising, Farfetch sees search as critical to the company's growth. "Our biggest goal right now is growth," says Brown. "Unlike other companies that are trying to reduce paid search spend while still meeting their targets, we're trying to figure out how we can leverage an increased budget to drive growth. That means bigger and more complex paid search marketing campaigns."

Farfetch currently has accounts with several search engines, including Google, Bing, Yahoo! Japan, Yandex, and Naver (with Baidu coming on board soon). The company works with these search engines to deliver regular customer acquisition promotions through paid search advertisements—such as those for free shipping—that change frequently.

Despite the scale of its paid search advertising campaigns and budget, Farfetch operates with a PPC team of only four people. To support the company's team, Farfetch worked with Adobe Consulting to set up and optimize its search portfolios. The automated bidding algorithm in Adobe Media Optimizer does the rest, calculating the optimal spend on millions of keywords every day to maximize growth.

"We run hundreds of thousands of promo ads at any time. Advanced campaign management in Adobe Media Optimizer enables us to develop campaigns that draw in customers and then scale campaigns efficiently."

Rich Brown, head of performance marketing, Farfetch

By automating day-to-day tasks such as managing keywords and paid search bidding, Adobe Media Optimizer allows the team to focus on other tasks, including adjusting the larger-scale search strategy or developing engaging ad copy. The team also meets regularly with merchandising teams to gain insight into the hottest brands and products for customers. Working closely with in-house teams enables Farfetch to update and refine its search strategies faster than ever.

In the first year using Adobe Media Optimizer, the number of paid search advertising click-throughs increased by 74% and conversion rates grew by 13%, contributing to year-over-year revenue growth of 119%. By the second year, click-throughs and revenue continued to show strong growth of 44% and 99% respectively, but efficiency also increased across the board. The conversion rate increased by 36%, while cost per order decreased 7%.

"With Adobe Media Optimizer, we saw immediate increases in clicks and conversions, while our cost per order decreased," says Brown. "We are continuing to grow rapidly, achieving efficiencies that have improved our ROI by 11%."

Running thousands of promos

Farfetch leverages the advanced campaign management capabilities within Adobe Media Optimizer to operate large-scale campaigns. Creating custom copy for each of the company's 130,000 products would require more than double the staff compared to Brown's team of four PPC specialists. By combining ad copy templates with feed data, Farfetch can automatically create copy for any number of products with minimal effort. "We run hundreds of thousands of promo ads at any time," says Brown. "Advanced campaign management in Adobe Media Optimizer enables us to develop campaigns that draw in customers and then scale campaigns efficiently."

As Farfetch continues to invest in campaigns to fuel growth, Brown uses data from campaign simulations to virtually determine expected outcomes before committing to a new budget. Simulations clarify how business decisions affect the bottom line, helping Farfetch optimize spend in markets new and old.

Engaging international markets

Farfetch is growing business by aggressively approaching markets around the world. In addition to global search sites, such as Google and Bing, Farfetch is expanding its reach into Russia, China, South Korea, and Japan by launching campaigns on Yandex, Baidu, Naver, and Yahoo! Japan search engines. Search engine marketing is particularly important for these new markets, especially as Farfetch scales ad campaigns in local languages.

"By helping us adapt to new markets and goals, Media Optimizer offers a dynamic solution that will address our digital marketing goals now and in the future."

Rich Brown, head of performance marketing, Farfetch

SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including the Adobe Media Optimizer solution. Capabilities used include:

  - Search management

For more information
www.adobe.com/solutions/media-optimization.html

Adobe Media Optimizer centralizes reporting across multiple search engines, helping Farfetch gain a global view of paid search campaigns across markets. "Being able to manage all of our campaigns from a central location is a huge win for us," says Brown. "It simplifies management and gives us insight into how each campaign is performing. It also lets us compare performance across international markets."

Expanded search marketing

Farfetch continues to expand its use of Adobe Media Optimizer. Working with advanced campaign management, the company is investigating how to automatically update promos when items are out of stock. The company is also looking to use display and social management capabilities in Adobe Media Optimizer to improve marketing returns through more integrated cross-channel campaigns.

"Adobe Media Optimizer gives us the power and efficiency we need to grow the business whilst allowing our team to spend more time on strategy and optimization," says Brown. "By helping us adapt to new markets and goals, Media Optimizer offers a dynamic solution that will address our digital marketing goals now and in the future."

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