

El Corte Inglés, following best practices for modern search pilot covering 50% of revenue, has allowed full roll out of restructuration, reaching up to 80%



El Corte Inglés S.A. is the biggest department store group in Europe and ranks third worldwide.

Madrid, Spain. • www.elcorteingles.es



The challenge

El Corte Inglés, with more than 23 sections in the web page site and more than 500 product categories, has been always working with a granular structure covering each product category with a campaign and splitting Ad Groups by keyword match.

The approach

Working in a complex project combining autobidding in SA360 and open budget initiative, it was the perfect moment to restructure accounts avoiding the granular approach followed since the beginning of the accounts in Google Ads.

Partnering with Dentsu

Dentsu has been working closely to implement the new structure. The workflow was created among Google, the agency and the Performance team at El Corte Inglés, supporting and applying the best practices of Modern Search.

Account restructure was only the starting point for the rest of the projects, as improving the existing autobidding in SA360, Open budgets discussion and improvements of creativities to cover all the granular categories of the client.

The results

Efficiency not only in time reporting but also improvement in accounts management to take strategic decisions at C-levels and implement full roll out of autobidding in SA360

El Corte Inglés pilot has worked from 111 campaigns to 45, obtaining a positive impact no only in the income of the accounts but also in profitability:

- ECI Electrodomésticos +82% ROAS, +25% CV
- ECI Electrónica +30% ROAS, +42% CV
- ECI Informática +78% ROAS, +76% CV
- ECI Videojuegos +72% ROAS, +80% CV

80%

Search Revenue covered with Hagakure Structure

-60%

Reduction of the number of campaigns and Ad Groups

50%

Increase of ROAS on average

