Farfetch reaches fashion lovers worldwide with Shopping campaigns

FARFETCH

About Farfetch

Launched in October 2008, London-based Farfetch brings together hundreds of independent worldwide designer boutiques on one easy-to-shop website. These boutiques range from Paris, New York and Milan to Bucharest, Helsinki and Honolulu. They offer more than 2,000 brands, from big-name luxe labels to hard-to-find emerging designers.

To learn more, visit
www.farfetch.com

At a Glance

Shopping Campaign Results
- 6% lower CPC
- 13% higher conversion rate
- 20% lower CPA
- 3% higher CTR

Reaching international shoppers

An online retailer of men's and women's clothing from over 300 independent clothing boutiques around the globe, Farfetch aims to change the way the world shops for fashion. The company launched new Google Shopping campaigns with Google Product Listing Ads (PLAs) to boost their appeal and sales to international fashion lovers.

PLAs in four countries

With their growing number of boutique partners, Farfetch offers a range of products that is expanding very rapidly. They constantly optimize their PPC activity, based on trends and new products. And they get regular updates from the merchandising team on key items they need to promote. But Farfetch had very little traffic from PLA campaigns, which they targeted only to the United States.

The company optimized the product feed and launched new PLA campaigns in the US in December 2012. "We immediately saw a dramatic increase in our revenues," says Rich Brown, head of pay-per-click (PPC) activity. "Today, we run PLAs in four countries, with plans for a fifth—and in each market PLAs account for between 30 and 45 percent of PPC revenue."

'Grow market share'

Still, despite this success, Farfetch saw room for improvement with PLAs. "We always felt it could be a stronger channel for us, and that Shopping campaigns were a big opportunity," Brown says. "When we heard that Shopping campaigns launched, we saw a chance to grow our market share."

Shopping campaigns are an intuitive way to manage PLAs and sell your products on Google. You manage your campaign much the same way you would manage a store. You can browse your inventory and group which products you want to bid on, all in AdWords. And you have advanced reporting and optimization features to help you measure the performance of your products and estimate your growth opportunity.

"We knew immediately that Shopping campaigns would reduce our lead times for optimization at the product and category levels."
— Rich Brown, head of PPC, Farfetch

A seamless transition

Farfetch's transition from regular PLA campaigns to Shopping campaigns in October 2013 was easy. "We quickly created product groups for the top 25 brands, then subdivided all the product groups to gain as much learning as possible," Brown explains. Soon after launch, Farfetch also created a high-priority "top sellers" Shopping campaign. "We could stay current with the top-selling brands, categories and products, and also focus on key collections that our merchandising team informed us about."

Farfetch works closely with their developers to update the product feed. "We knew immediately that Shopping campaigns would reduce our lead times for optimization at the product and category levels," Brown says. "We can react much more quickly now. Shopping campaigns have performed extremely well for us."

"Shopping campaigns are now a major part of our digital activity."
— Rich Brown, head of PPC, Farfetch

Improved performance

After Farfetch launched Shopping campaigns, cost-per-click (CPC) fell 6 percent while the conversion rate rose 13 percent, compared with regular PLA campaigns. These combined benefits brought the cost-per-acquisition (CPA) down by 20 percent. Farfetch also saw a 3-percent rise in clickthrough rate (CTR).

With Shopping campaigns, Farfetch can more easily identify and bid on their top products, leading to improved performance. "We believe that our ability to better understand performance and to adapt faster to competitive pressures and changes in our product portfolio have contributed significantly to reduced CPC, CPA, etc.," Brown says.

More markets and investment

"Shopping campaigns are now a major part of our digital activity," Brown says. "We are working on launching more markets and will continue to invest in the existing markets to add incremental revenue."

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