

LittleMissMatched (LittleMissMatched.com)

CASE STUDY

- **Immediate results** - A positive return on ad spend within the first 4 weeks of implementing targeted SEM campaigns
- **Sky High PPC Results** - Increased conversions by almost 950% while reducing cost per conversions by 66%
- **Stellar rankings in Google** - Increased Organic traffic through highly qualified, unbranded keywords by more than 300%

Overview:

Founded in 2004, LittleMissMatched started with the simple idea of building a brand that celebrates individual style and creativity. Their core product was socks that go together but don't match, and are sold in packs of three individual socks. From this innovative beginning, their offerings grew to include bedding, bags, accessories, and apparel.

Challenges:

Since LittleMissMatched has such unique products, they were unsure if search marketing could produce profitable sales.

They needed to determine if this niche brand with such unique offerings could utilize search marketing in a cost effective manner. Additionally, they needed to improve their visibility in organic search results as they had very few highly search for, relevant keywords ranked on the first page of Google (in the top ten search results).

They engaged Imerex for a six-month trial during which time they would evaluate the effectiveness of search marketing.

Solution:

Imerex created a three-prong approach that included implementing AdWords campaigns, improving website usability and marketing messaging, and optimizing the site for search engines. Our goal was to introduce LittleMissMatched to people who were looking for products like theirs but didn't know of the LMM brand, and make it easy for them to find what they were looking for and make a purchase.

AdWords:

Imerex created highly targeted AdWords campaigns aimed at bringing in new customers at a low cost per conversion. We started with one small category and continued to expand efforts as each area yielded profitable results.

Usability & Messaging:

We provided their in-house designer with wireframe mockups for cosmetic changes to the site in order to improve usability. As conversion rates improved, we continued making enhancements to the website and landing pages through 2009 and 2010.

We also studied their customers' in-store to help understand how associates explain the 3-sock concept so successfully in person. Based on that, we created online messaging that helps the user understand the product.

SEO:

During this time we began optimizing the site for search engines to increase traffic to the site by people who were looking for products “like” what they sell, but who had never heard of the company, increasing their brand awareness (and sales) through SEO.

Results:

The initial 6-month engagement was a success. Imerex worked with them for almost four years helping the company grow.

We increased conversions by almost 950% while reducing cost per conversions by 66%.

The online messaging we developed proved so successful the company uses it on offline marketing materials.

Organic traffic through highly qualified, unbranded keywords increased by more than 300%, driving in thousands more people who are looking for what they sell, but who had never heard of the company.