

TAFFORD UNIFORMS SHOWS INCREDIBLE GROWTH WITH ROI REVOLUTION AND SEARCHSPRING

CASE STUDY

TAFFORD UNIFORMS

Tafford Uniforms, a web-based retailer headquartered in Charlotte, North Carolina, is a major seller of nursing uniforms and accessories directly to healthcare professionals. Tafford's goal has always been to change the way medical professionals think about nursing uniforms and scrubs through functionality and style.

In 2013, with their goals in mind, Tafford decided that they needed to shake things up to reach a larger audience. Keeping customer acquisition costs low was a necessity, however, which is why they also needed to ensure that a large portion of their new shoppers converted into buyers. That's when they looked to ROI Revolution and SearchSpring to improve their online presence and help them grow their business.

Tafford suffered from low conversions and high bounce rates prior to ROI and SearchSpring. It was difficult for the company to internally manage the kind of search volume and search strategies needed to push the revenue goals required for profitability.

MAXIMIZING QUALIFIED TRAFFIC

First, Tafford needed to drive more traffic to their site. In order to drive more shoppers to their website, ROI Revolution instituted a number of paid search approaches.

With an overall goal of growing sales without significantly increasing ad-spend, implementation of tailored targeting settings has been integral for paid search success. Utilizing custom ad schedules to better allocate available resources to the most profitable time and days has helped improve return on investment (ROI) and overall revenue without dramatically increasing spend.

Leveraging mobile bid modifiers has also been integral to Tafford's paid search success. Limiting less profitable mobile traffic before the site was mobile friendly and then constantly adjusting once the site became mobile-friendly has been key to ensuring spend is best allocated amongst all devices.

With an ever-changing array of products, brand selection, and industry trends, granular campaign buildouts and keyword expansion have also been vital for Tafford. Utilizing a granular approach allows for more control over the allocation of spend but it also allows for more strategic bidding based on promotions and seasonality.

On the flip side of campaign expansion, extensive use of negative keywords helps to limit spend amongst queries that have seen increased competition and drive a lower return.

Since 2013, shopping has become a large factor to Tafford's overall sales volume. An overhaul of the shopping structure and optimization of feed content has allowed for significant sales growth and concurrent ROI improvement compared to years past.

Setting up a first touch profile was another "top of sales funnel" approach, which helped to determine what was driving sales and where they were coming from. Being able to determine the initial method that users came to Tafford allowed ROI Revolution to tailor advertising efforts to maximize the most profitable opportunities.

“ Without SearchSpring and ROI as our preferred partners, we found ourselves getting bogged down in analyzing minute details instead of reacting to them. We realized that in order to obtain the measurable and trackable results we wanted, it was imperative that we bring on seasoned paid search and CRO partners.

Jennifer Rivera | Digital Marketing Dir.

INCREASING RELEVANCY AND OPTIMIZING FOR CONVERSIONS

SearchSpring focuses on making the shopping experience more relevant and engaging across the customer journey. In this case, they worked with Tafford to improve the search and navigation experience, implementing several solutions across the site.

Prior to integrating with SearchSpring, Tafford's site provided a sub-optimal shopping experience that led to just 5% of users utilizing search, and only .12% of users ultimately converting. Search queries often returned a mixture of irrelevant products, leading to low conversion and engagement rates. This is a common problem for most online retailers, as generally available, out-of-the-box technology is not designed with ecommerce in mind.

SearchSpring has been developing their search technology for online retailers for nearly a decade and recently launched their new Relevancy Platform. This platform combines advanced algorithms with an enterprise-level infrastructure to couple relevancy with unprecedented speed and reliability. In this case, their proprietary IntelliSuggest® Engine was leveraged to help make search more relevant. Advanced sorting and filtering were added to search pages, allowing shoppers to drill down and find the right products. SearchSpring's Dynamic Autocomplete was also utilized, introducing advanced type-ahead predictions and product suggestions.

Search usage also increased as visitors became used to the improved performance and reliability this new search engine offered. This also helped to drive increased AOV as shoppers were able to find products more quickly and easily.

“ In general, our site was not delivering a very enticing experience for shoppers. This was evident in our analytics when we looked at our KPIs. Bringing SearchSpring on has really helped to elevate the shopping experience that our customers now have.

Jennifer Rivera | Digital Marketing Dir.



COMBINED RESULTS

By teaming up with ROI Revolution and SearchSpring, Tafford was able to take a multi-pronged approach of increasing qualified traffic while simultaneously improving the shopping experience and driving increased conversion rates. This is a critical strategy in the increasingly competitive online landscape as it allows retailers to grow without over-spending on acquisition costs.

"It was clear that bringing on ROI Revolution as our Paid Search partner was a priority. Within one year of them managing the Tafford search campaigns, we saw a 48% sales increase and revenue jumped 43% over the prior year when it was being managed in-house. This was achieved with the same spend, no additional budget was allocated in order to see those results."

Jennifer Rivera | Digital Marketing Director

Since Q3 of 2013 when Tafford brought on ROI Revolution, they've seen a monumental increase in traffic and ROI. In 2014, they saw a 56% increase in ROI even as their CPC decreased by 25%. The growth didn't stop there, however, as in 2015 they again saw increased traffic, ROI, and further decreased CPC.

Earning all of that qualified traffic gave SearchSpring a lot to work with. Since implementation, SearchSpring's Relevancy Platform has helped to drive conversion rates through the roof with an increase in search conversions from 0.12% to 7.89%.

SearchSpring's focus on increasing sitewide relevancy has also led to a dramatic decrease in search bounce rates from a startling 35.34% to only 9.81%.

This overall increase in qualified traffic and relevancy has driven phenomenal growth for Tafford with a 300% increase in transactions and revenue, and a 250% increase in overall ROI.

“ Our ecommerce business benefits tremendously from using both SearchSpring and ROI Revolution. Combining the scope of services has elevated our content strategy by providing us with a wealth of information to optimize and refine search terms. This process has improved not only organic rankings in a short amount of time, but has resulted in greater paid ROI and better website retention.

Jennifer Rivera | Digital Marketing Dir.