

# AUSTRALIA'S #1 TILE RETAILER SAW A 1.5X REVENUE INCREASE WITH CYBAGE

## ABOUT THE CLIENT

Australia's leading tile retailer offering stunning tile collections to the country's corporate, lifestyle, and home furnishing industries



Market leader in tile, stone, and timber flooring



Its specialties include floor and wall tiles of glass mosaic and ceramic, glazed porcelain, fully vitrified porcelain, glass, marble, granite, and other natural stones



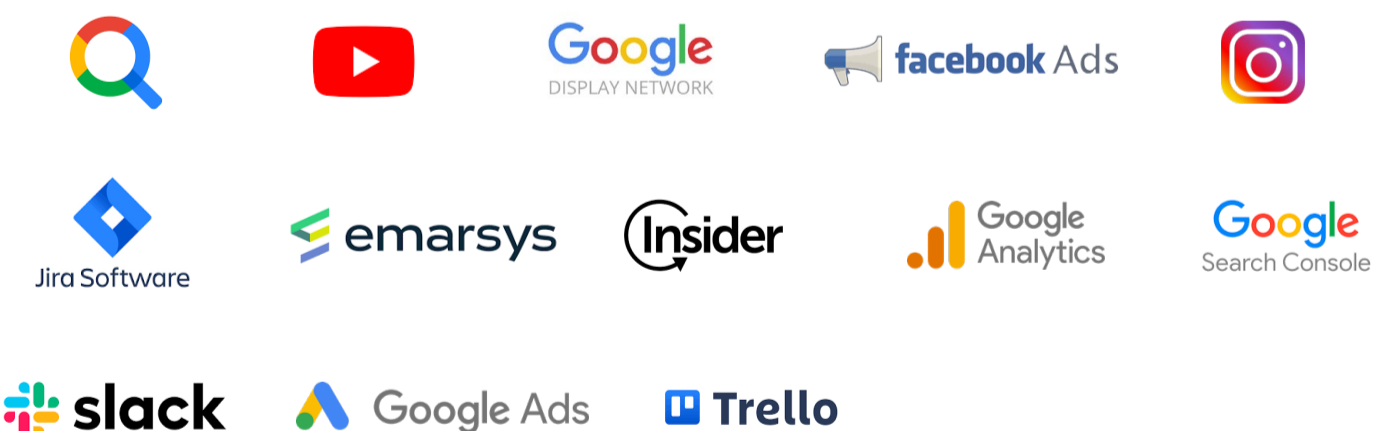
## BUSINESS NEEDS

- Build, raise, and measure brand awareness
- Increase ROI from paid campaigns
- Target and convert local audiences
- Expand in the New South Wales territory
- Increase e-commerce orders and online traffic
- Streamline tracking mechanism

## SOLUTIONS

- Undertook the website's technical, design, and navigation analysis
- Made use of Google paid ads for creation of various campaigns and their management and audits
- Supported on-page optimization and brand building activities
- Undertook keyword research, content theming and mapping, and social media paid marketing for Facebook and Instagram
- Optimized shopping campaigns with shopping ads and data feed management
- Implemented marketing automation platform to boost omnichannel personalization, customer engagement, and conversions
- Launched smart online strategies based on consumer intent, interest, geography, time, and device
- Fixed over-optimized URLs, broken pages, and usability issue
- Phased out generic Google Search, Display, and Remarketing campaigns
- Combined branded keywords with intent keywords and call outs
- Set up right attribution models and conversion pixels at the backend
- Fixed data reporting issues and ironed out factors causing duplicate representation in some channels

## TECHNOLOGY STACK



## BUSINESS IMPACT

- Achieved **1.5x** revenue growth
- Increased e-commerce conversion rate significantly by **46%** YoY and **25%** QoQ
- Amplified revenue via
  - SEO by **45%**
  - Website by **40%**
- Generated and boosted revenue from New South Wales by **35%**
- Proliferated website orders by **33%** YoY and **19%** QoQ
- Increased revenue by **32%** YoY and ROAS by **51.24%** QoQ via paid campaigns
- Increased soft metrics/conversions by **21%** QoQ
- Improved website traffic by **15%** and users by **10%**
- Multiplied social reach** and other engagement metrics via Facebook campaigns

## Cybage MarTech Services

- Content Marketing
- Analytics and Insights
- Creative Production
- Strategy and Consulting
- Campaign Management

**End-to-end Marketing Solutions to Drive Digital Transformation using Innovative Activations**

