SEVT CASE STUDY

The company SEVT is the successor of Statistical and Accounting Forms Publishing established in 1954. At present, the company also sells its assortment via stores and brick and mortar shops.

In 2014, the company Acomware started working together with SEVT, a.s. and focused on enhancing the effectiveness of PPC campaigns in Sklik.

HOW WE PROCEEDED WITH SEVT, a.s.

In the first stage of the campaign, an agreement was made with the client **on redeveloping campaigns with the objective of achieving the highest possible effectiveness.** The objectives included reducing the cost per order, while at the same time increasing the total volume of generated orders with the possibility of increasing the cost/turnover ratio (PNO) by 10% as compared to the currently set up value. At this stage, we focused on **remaking the Sklik campaign structure** with the aim of significantly increasing the relevance of advertisements pertaining to the respective keyword.

The first step consisted in **adding s** **earch queries** with an above-average click-through rate ("CTR") and the conversion ratio as new keywords in exact match. At the same time, we inserted these keywords into the text of advertisements. Thanks to this, we are **targeting with the maximum relevant advertisement**. Then we connected the advertisements with the point-of-sales of the company on Firmy.cz in the campaign setup. Another important thing was going through the search queries with a high number of impressions and a low CTR and **eliminating the maximum number of inappropriate keywords**. Overall we added several thousands of negative keywords from the basic ones, such as "review", "selling" up to some long-tail words that have not generated conversions for a long time.

All this resulted in a **significant increase of the CTR while maintaining the same positions.** Also, thanks to these changes, the client pays a **significantly lower cost per click (CPC) than it did before these changes**.

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The money saved has therefore been **reinvested** into the keywords with good results, primarily in connections: **general keyword + manufacturer (trademark)**, as well as in words with the **exact names of the products**.

Briefcases-Herlitz-3	▶	Active	5,00 CZK	734	4 596	15,97 %
Scholl-backpacks-Bagmaster3	▶	Active	4,00 CZK	1601	10 983	14,58 %
Briefcase-Monster-High3	▶	Active	2,00 CZK	261	1 921	13,59 %

We have selected these keywords **according to their benefits** for the client, i.e. the volume of conversions generated, the price for conversion (CPA), PNO.

To strengthen keywords with a good CPA in Sklik, we apply **automatic rules** that have been externally programmed for the needs of the Acomware company, and communicate with with Sklik through the Sklik API. For such an extensive account, automatic rules are able to **effectively** and, most importantly, automatically increase the CPC for keywords corresponding to the values set up in the system.

Last but not least, we also significantly modified the **retargeting campaigns**. Primarily, we focused on users from the shopping cart who did not complete their orders. The **campaigns were divided** into text and banner campaigns according to the time period of 0-3, 4-7, 8-10 and 11-20 days from leaving the shopping cart. A high CPC was set up, as well as a high display frequency in the adgroups setup, aiming at the maximum impact on these visitors.

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The company [SEVT](#) has a large assortment, but some categories have much **more significant average value of the order or margin**, but also potentially higher probability of retaining customers. That is why specific categories have been preferred and more optimised as compared to ones with a less beneficial potential. For all the major categories, **campaigns have been specifically established** in which the above-mentioned parameters have been taken into account.

Further, setting up more time periods (1-3, 4-8, 9-15, 16-22, 23-29, 30-40, and 41-50 days) has been very helpful in better evaluating the benefit of individual retargeting lists, and in optimising them **more successfully across the categories**. Thanks to this, we have been able to adjust the CPC for the time period **with the highest benefit** (the volume of generated orders, the resulting CPA, PNO).

Cost/turnover ratio year-to-year comparison
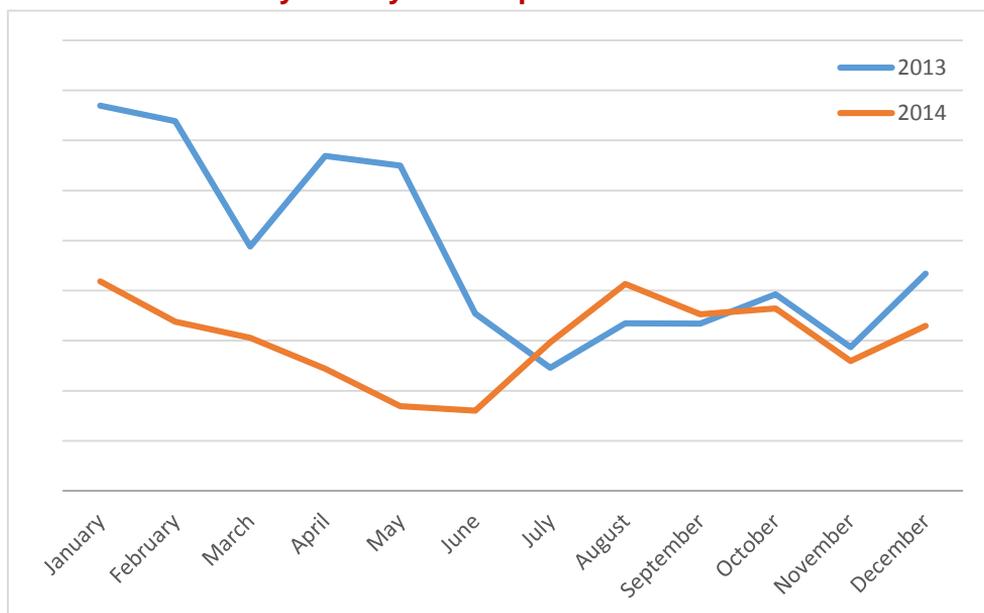
We have reduced the PNO by up to 73% (May 2013 as compared to May 2014).

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Conversion values sum year-to-year comparison
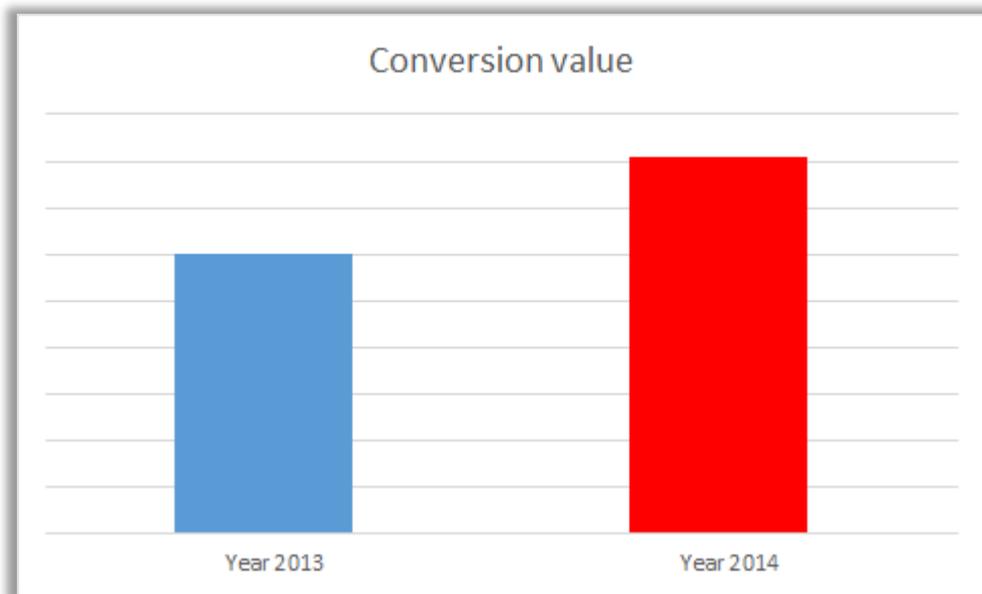
We have increased the year-to-year revenue volume from Sklik by 35%.

WHAT IS THE SECRET OF SUCCESS?

Major recommendations for setting up performance-oriented campaigns

- **Try to maximise the CTR through significantly more relevant advertisements** - Once potential customers enter a search query, the query must be replied relevantly. Ideally, the keyword in exact match should launch the advertisement, and the KW in exact match should also be contained in the advertisement.

- **Keep eliminating irrelevant keywords** - every click on irrelevant search query is a waste of money.

- **Optimise the campaigns in compliance with the results achieved** and invest the saved money into keywords with good results and the first three TOP positions. Up to 92% of conversions in the Sklik come directly from these three positions. Either suspend ineffective keywords or significantly decrease the CPC.

- **The Sklik automatic rules** have played an indispensable role in the success of the campaigns. Also try in case of extensive campaigns to use some forms of automation.

- **Use retargeting** - Retargeting played an important role in the campaigns performance. It generated conversions for a price lower than that of non-brand search campaigns.

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- **Communicate with the client** - For such extensive trade offers, regular weekly communication with the client over categories, products and other information acquisition exploitable in the PPC campaigns growth is needed.

- **Communicate with Seznam.cz** - Communicate actively with your PPC specialist. In our case, also the Sklik consultant was available to us. If you have an agency, require that it cooperates with Seznam.

ABOUT SEVT, a.s.

The company [SEVT](#) was established in 1992 as the successor of Statistical and Accounting Forms Publishing established in 1954. During its years of operation, the company successfully enlarged its assortment with school, office and art supplies, books, toys, home accessories and others. A broad network of brick and mortar shops, outlets and e-shops ensures successful distribution of a large portfolio of products.

ABOUT ACOMWARE

[Acomware, s.r.o.](#) is a specialised consulting company for e-commerce. It focuses primarily on assistance in entering the on-line market, e-commerce consulting, visit rate enhancement, trade performance and intelligent e-mailing. Among the clients who use some of its services are the following important market players - e-shops, as well as retailers: Tescoma, Astratex.cz, Yves Rocher, Expert ČR, Oxalis.cz, VašeČočky, Conrad Electronic, Kytary.cz and others. In 12 years of operation, [Acomware, s.r.o.](#) has served over 2,000 Internet projects.

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