



## Boody USA Case Study

### **CLIENT OVERVIEW**

Our client [Boody](#) (USA brand—not including Canada campaigns) is an eCommerce apparel store that sells soft, breathable clothing - including tanks, tees, socks, leggings and underwear - using bamboo yarn. They were founded in 2014 and we took over their account February 14th of this year.

### **SITUATION**

Boody was attempting to find its place in a rather crowded market, particularly with competitors like Blue Canoe, MeUndies, Pact, and many more. They wanted to show up as a dominant player in the undergarment industry. Their USA brand generated business mostly from department store sales in Ace Hardware and CVS—stores that didn't really match their target demographic. Boody had a digital marketing plan in place prior to us taking over their account, but we found that their ad budget and digital tactics were not being used to their fullest potential. There were a lot of untapped sources that could be integrated, and functions in their campaigns that were broken or lacking efficiency. Their digital marketing budget was low and consisted of mostly AdWords Search and some retargeting on a platform called Adroll.

When we took over Boody's account in February, we initially noticed major conversion tracking issues. First, cart abandonments were tracked as conversions and ROAS (return on ad spend) would actually be 300% but listed as 900%. Due to an issue with their Shopify integration, AdWords was doubling their conversions, and AdWords sales from their promotional site were not being counted. They utilized a platform called AdRoll, which inflated their success by counting all their view-through revenue; Boody primarily measured by "view-based" conversions as opposed to click-based conversions. They were seeing around a 50% ROAS on Adroll with their "Position Based" attribution model. During KATANA's analysis, we discovered that previous retargeting efforts through AdRoll produced negative ROAS—both their March and February-end numbers showed 90% ROAS. Another issue we found was that when visitors typed in the search query "boody underwear", users were redirected to just the home page instead of category pages because the "boody" keyword was a rather broad term, and consistently won the auction.



## **OBJECTIVE (KPIs)**

Boody wanted to increase eCommerce sales and ROAS and overall scale their USA brand. Their initial goal was to maintain their current ROAS while scaling up the account, which they thought was 900%. However, their actual ROAS was 300% due to tracking errors in AdWords.

## **KATANA TACTICAL IMPLEMENTATION**

It was a multistep process, but KATANA was able to eradicate inefficiencies and optimize Boody campaigns to be more profitable by doing the following:

1. We cleaned up the major tracking issues. Previously, AdWords was counting items in the cart as conversions. In January of 2018, Boody ROAS in AdWords was listed as 1000% when in actuality it was 284%.
2. Implemented url checker, monthly budget cap, and daily bidding scripts. We switched to a Target ROAS model from 'maximize clicks' model.
3. We started using RLSA (Remarketing List for Search Ads) to target site visitors. Within this remarketing plan, we also performed Customer Match targeting via email addresses of previous customers and subscribers. "Abandoners" or consumers who reached the shopping cart stage, but didn't make a purchase were targeted as well. Search in-market lists were also implemented into campaigns.
4. In April 2018, we took over their retargeting budget within Google AdWords. Previously Adroll had 50% ROAS but we have seen 133% ROAS from our dynamic remarketing campaign between April and May, 2018.
5. Updated Ad Copy including promos, free shipping and call to actions.



Google

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About 54,900,000 results (0.46 seconds)

**Boody™ Eco Clothing | Superbly Soft Bamboo Wear | bodywear.com**  
[www.bodywear.com/](#)

Get 15% Off Your First Purchase! Sign up for our Emails to get your coupon code. Eco-friendly & Ethical. Fast Delivery. 15% off First Order. Super Breathable. Pure Comfort. Types: Tops, Underwear.  
**Deal: 10% off on Next Purchase · Code TRYBOODY**

<b>Women's Eco Wear</b> Naturally Eco-Friendly, Wonderful to Wear, Resilient & Superbly Soft!	<b>Men's Eco Wear</b> Superbly Soft Underwear, Socks & Tops Made from Natural Fibres.
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*Search Ad #1: Non Branded Term - With sitelinks to category pages, promo extension, snippets (product types), callouts (fast delivery, 15% off, Pure comfort).*

Google

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About 20,400 results (0.45 seconds)

**Bodywear.com | Boody™ Eco Clothing | Free Shipping on Orders \$49+**  
[www.bodywear.com/](#)

Discover Boody™ Eco Underwear! Comfortable, Breathable, Super Soft. Shop Now. Pure Comfort. 15% off First Order. Super Breathable. Fast Delivery. Eco-friendly & Ethical. Types: Tops, Underwear, Leggings, Socks.

<b>Women's Eco Wear</b> Naturally Eco-Friendly, Wonderful to Wear, Resilient & Superbly Soft!	<b>Men's Eco Wear</b> Superbly Soft Underwear, Socks & Tops Made from Natural Fibres.
<b>Ladies Underwear</b> Seam-Free, Body-Hugging, Super Breathable Women's Undies.	<b>3 Boxers / Briefs for \$40</b> Buy 3 Boxers or Briefs for \$40. Mix & Match Colors, Styles & Sizes.

*Search Ad #2: Sales promotion for Boody Brand campaign with ad extensions to product pages, snippets for product types and call outs. First result on SERP for branded keyword.*

6. Started to promote their monthly promotions on AdWords.
7. We changed the attribution model to Position based from Last Click and convinced the client to add product IDs and values to their page.
8. Launched a Dynamic Remarketing campaign to show visitors highly relevant product ads.



*GDN Dynamic Remarketing Ad: Targeting product page viewers and shopping cart abandoners.*

9. We moved away from broad terms by SQR mining, adding profitable keywords in Exact and Broad Match Modifier Match types.
10. We added the correct negative keywords in the ad groups in order to prevent internal competition. With that action, we managed to redirect visitors to category pages rather than the homepage in order to increase CVR and ROAS.
11. We got client profit margin and focused more on profit, not just the ROAS.



## RESULTS

- From January 2018 to May 2018, compared to that period in 2017, saw a profit increase by 301%
- YoY April saw 519%, May saw 415% increase in Profit.
- Increase in budget by 621% year-over-year (January - May). We also saw a growth in revenue by 417%
- We convinced the client to spend more to increase the impression share as long as we get better profits regardless of ROAS. Due to this great performance and positive ROI, AdWords budgets were increased by 621%.