

CASE STUDY



SCHWARTZ
CONSULTING



NATIVE ADVERTISING

HOW THE BRAND ESPRIT DÉGUSTATION.FR HAVE DIVIDED THEIR ACQUISITION COST BY 2 AND THEIR CLICK-TO-BUY COST BY 6 BY WORKING WITH THE ULTRA-SPECIALISED AGENCY SCHWARTZ CONSULTING.

CONTEXT

THE PRESTIGIOUS GROUP WILLIAM GRANT & SONS FRANCE OWNS A CONTENT-DRIVEN WEBSITE ESPRIT-DEGUSTATION.FR THAT SHOWCASES THEIR RANGE OF SPIRITS AND LIQUORS: VODKAS, RUMS, WHISKIES AND MORE... TASTING ADVICE CAN BE FOUND AS WELL AS COCKTAIL RECIPES. READERS CAN ALSO CHOOSE TO "CLICK-TO-BUY" - THE KEY PERFORMANCE INDICATOR (KPI) - AND BE RE-DIRECTED TO E-RETAILERS WHERE THEY CAN BUY THE PRODUCTS DIRECTLY. WILLIAM GRANT & SONS FRANCE HAVE REQUIRED SCHWARTZ CONSULTING, SPECIALISING IN NATIVE ADS FOR 10 YEARS, TO DRIVE HIGH VOLUMES OF TRAFFIC TO ESPRIT-DEGUSTATION.FR, THAT WOULD ALSO CONVERT INTO CLICK-TO-BUY.

CHALLENGES & SOLUTIONS



AUDIT TO UPGRADE THE EXISTING NATIVE ADVERTISING ACCOUNTS AND TO REVIEW THE CAMPAIGNS' STRUCTURE IN DEPTH



IMPLEMENTATION OF THE OUTBRAIN AND TABOOLA PIXELS TO CAPTURE THE "CLICK-TO-BUY" KPI AND ENSURE A BROADER SITE-CENTRIC ANALYSIS



LANDING PAGE OPTIMISATION WITH ADDED CALL-TO-ACTION IN THE CONTENT NOTABLY



USE OF ALL RELEVANT FEATURES SUCH AS NATIVE ADS RETARGETING CAMPAIGNS ON EXISTING USERS (CONVERSION RATE INCREASED BY X4)



USE OF ALL RELEVANT PLATFORMS SUCH AS OUTBRAIN AND TABOOLA TO SHIFT BUDGET ACCORDING TO PERFORMANCE



Retraites: pourquoi les Françaises s'inquiètent plus que les autres

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RESULTS

ESPRIT DÉGUSTATION HAVE DIVIDED THEIR ACQUISITION COST BY 2 AND THEIR CLICK-TO-BUY COST BY 6.

CONCLUSION

WHILE WORKING WITH THE ULTRA-SPECIALISED AGENCY SCHWARTZ CONSULTING, PERFORMANCES FOR ESPRIT DÉGUSTATION.FR HAVE EXTRAORDINARILY IMPROVED: THE ACQUISITION COST IS AT ITS LOWEST, AND THE CLICK-TO-BUY KPI IS REPEATEDLY OUTPERFORMED. TO SUMMARISE, TO RIGHTLY OUTSOURCE NATIVE ADS, A CHANNEL THAT IS STILL TOO OFTEN MISUNDERSTOOD, CAN MAKE IT A COMPETITIVE ADVANTAGE AND DEFINITELY LEAD TO BUSINESS GROWTH.

MATTHIEU ERNOUT, DIGITAL MARKETING MANAGER - WILLIAM GRANT & SONS



"NATIVE ADVERTISING ALLOWS US TO REACH A NEW AUDIENCE AT SCALE ON THE LARGEST PUBLISHERS' NETWORKS. SINCE WE WERE DELIGHTED WITH THE RESULTS OF ESPRIT DÉGUSTATION.FR, WE HAVE LAUNCHED A SECOND WEBSITE ATELIERCOCKTAIL.FR AND RESULTS ARE ALREADY REALLY SATISFYING. IT IS GREAT THAT WE NO LONGER ONLY RELY ON ADWORDS AND FACEBOOK."

FABIEN SCHWARTZ, CO-FONDER AND DIRECTOR - SCHWARTZ CONSULTING



"IT IS WITH CONFIDENCE THAT WE POSITION SCHWARTZ CONSULTING AS AN ULTRA-SPECIALIST OF NATIVE ADVERTISING. INDEED, OVER THE LAST 10 YEARS, WE HAVE DEMONSTRATED STRONG RESULTS THROUGHOUT THE THOUSANDS OF CAMPAIGNS WE HAVE MANAGED FOR OUR CLIENTS. NATIVE ADS IS OFTEN MISUNDERSTOOD YET IT IS A FANTASTIC CHANNEL WHEN IT IS RIGHTLY MANAGED. NATIVE ADS CAN PROVIDE GREAT BUSINESS GROWTH AND WE ARE HAPPY THAT WILLIAM GRANT & SONS FRANCE CAN TAKE ADVANTAGE OF IT!"