

Online Fashion Industry 2020

PERFORMANCE MEDIA INDUSTRY REPORT





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How do NZ women's fashion online retailers fare against each other in Search, Shopping Ads and social media presence?

FIRST evaluated real-life examples of the top 3 women's fashion brands in New Zealand to see how they perform against each other taking best practice implementation in to account.

The three brands are:



COTTON:ON



GLASSONS



SUPERETTE

REPORT METHODOLOGY



Shopper search experience scoring is a methodology used by FIRST to provide a relative measure of the online customer experience. It is a percentage based indication of how well a company utilises Google Ads best practices on search and shopping advertising.



FIRST had a look at the relevancy score of the ads, keywords, and landing pages. Higher quality ads can lead to lower prices and better ad positions.



We evaluated the PLA (product listing ads) per Google's best practices for shopping ads. We calculated the total score of each element and then ranked the 3 brands. Additionally, we created a checklist to show what social media channels they were active in and how emarketing is utilised.



The overall scoring position shows the opportunity the company has to address improvements on search and product feed optimizations to attract more visitors and ultimately increase sales.

PERFORMANCE MEDIA CHECKLISTS

01



Google Search Ads and Google Shopping Ads

- ✓ Are your product titles optimised?
- ✓ Do you have specific and accurate product descriptions?
- ✓ Does your product data match your landing page content?
- ✓ Are your product ratings enabled?

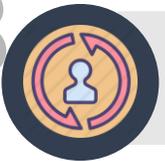
02



Social Media Presence

- ✓ Are you present on different social media channels?

03



Remarketing

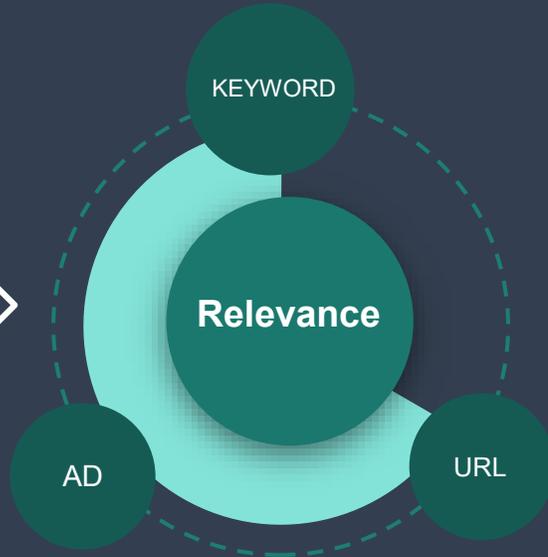
- ✓ Are you re-engaging past website visitors?



01

Importance of Google Ads Optimisation

Quality Score is an estimate of the quality of your ads, keywords, and landing pages



Why do I need to optimize Google Search Ads and Google Shopping Ads?

Lower costs: The higher Quality Scores, the lower CPC. This can subsequently lower your cost per conversion.

More exposure: When you have high Quality Scores, your ads will display more often and in better positions. You receive more exposure, more clicks, and more conversions without having to raise your bids.

Benefits of Improving Google Quality Score

* Impact of Quality Score on Cost-Per-Click

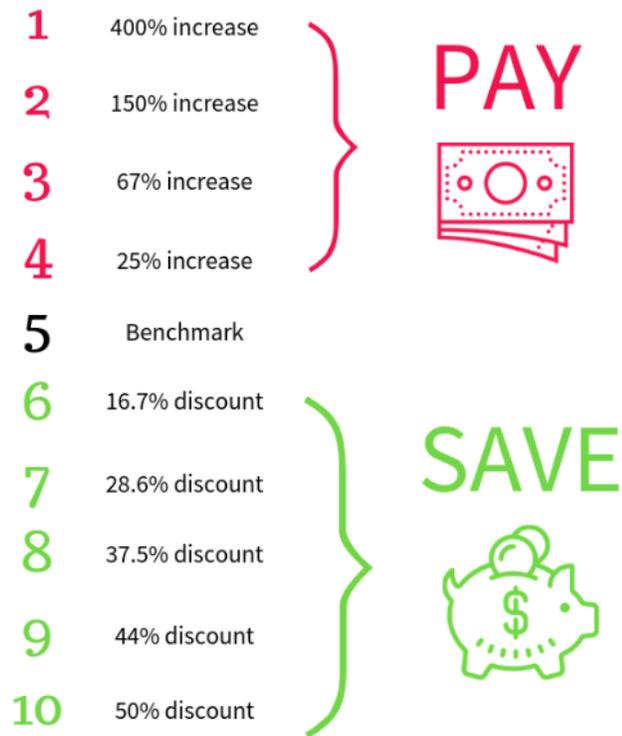


Image source from [Webstream](https://www.webstream.com.au)

WHAT DOES THIS MEAN FOR YOUR BUSINESS?

The following table illustrates the impact of increased Quality Score. Here is an example if you generate a revenue of \$5000 with a \$1000 ad spend:

Avg. Quality Score	5	8
CPC	\$10	\$6.25
Total Spent	\$1000	\$625
Cost per Conversion	\$20	\$12.50
ROAS	5	8

Having a strong Quality Score will lower both cost per click and cost per conversion, which contributes to a higher ROAS. The extra money you saved can then be invested to further your growth.

*Google often updates to how it ranks ads, as such, calculations may change. However, but the key ranking concept remains.

PAID SEARCH AD COPY REVIEW

HOW GOOD IS YOUR GUT FEELING?
Choose the ad copy you think is most appealing.

womens skinny jeans ✕  

A

Ad · www.superette.co.nz/ ▾
Shop Womens Trousers - Shop Pants Online
Offering a stylish range of **womens jeans**, shorts, skirts and more for everyday wear. An extensive range of online skirts, **jeans** and shorts. Perfect for any occasion.
[Womenswear](#) · [Tour The Store](#) · [Menswear](#) · [Brands](#) · [Kids](#) · [Gift Vouchers](#)

B

Ad · www.glassons.com/ ▾
Glassons Skinny Jeans Women - New Styles Have Just Dropped
View Our Wide Selection of **Women's Jeans** Online, Now Stocking The Latest Season! Shop Online Today. Simply Click & Collect Your Order. Buy Now, Pay Later with Afterpay. Free Shipping Over \$50. Afterpay Now Available. 10% Student Discount.
[Products On Sale](#) · [Help Center](#) · [Special Offers](#) · [Buy Gift Cards](#) · [FAQs](#)
📍 186 Queen St, Auckland - 09-377 5751 - Hours and services may vary

C

Ad · www.cottonon.com/nz/denim ▾
Women's Skinny Jeans - Second-Skin Fitted Denim
Discover New **Women's** Winter Styles Online Now. Free Shipping Over \$60 & Free Returns. Shop New **Jeans**, Dresses, Tops, Knitwear, Jackets, Shoes, Active, Sleepwear & More.

Women's Activewear Tights, Tees, Sports Bras & Crocs Shop Your Workout Staples	Women's Jeans True Blue Denim From \$49.99 High Waist, Skinny, Straight & Mom
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VOTE

OPTIMISING YOUR GOOGLE SHOPPING FEED



Google Shopping Ads (also known as **Google Product Listing Ads**) can be one of the most effective ways to drive sales for ecommerce stores.

Your product feed is how you communicate your inventory and product data so that your Product Listing Ads display for relevant shopper search queries.

You can optimize your product feed for Google's Shopping algorithm by:

- Organising your feed content according to Google's specifications.
- Optimising product titles and descriptions so they are search engine friendly, which results in a higher click through rate
- Leveraging product ratings and Merchant Promotions to influence purchase decisions.

GOOGLE SHOPPING FEED BEST PRACTICE



Enhance your product titles

Include the most important product details within the first 70 characters of the title and follow the suggested title structure as per [Google's Best Practice](#)



Be specific and accurate in your product descriptions

List the most important details in the first 160-500 characters as per [Google's Best Practice](#)



Match your product data to the content of your landing pages

Use the same product titles and descriptions that you do on your landing page (relevancy). Show the same product variant (like color or size) that you use in your Shopping ads



Enable product ratings

Helps shoppers with their product research and purchase decisions, driving more qualified shoppers to your product pages. You will need to have at least 50 product reviews as per [Google's requirements](#) to show it in your ads or enable Product Ratings via the GMC

SHOPPING PRODUCT LISTING AD REVIEW

COTTON:ON

Search query: **womens jeans**

- 01. Product Title**
It is within 70 characters and it follows the [recommended title structure](#) for Apparels: Brand + Gender + Product Type + Color/Size. FIRST recommends keeping the title to around 40 characters.
- 02. Product Descriptions**
The product details and features are listed within the first 160-500 characters. Highlighting these ensures that the user understands the key product features before clicking through to your website.
- 03. Product title & description match product page info**
Price & image are also the same as shown on the product page, however, the size variant is set to 10 as a default.
- 04. Product ratings and reviews**
The product has more than 50 reviews with a 4.3 aggregated rating. This review data collected by Bazaarvoice can be sent to Google by a [third-party reviews aggregator](#). These review providers usually offer low-cost entry options and enterprise solutions. Studies show that online reviews have helped shoppers in [making purchase decisions](#).



Cotton On
Women - Stretch
Mom Jean -
Brooklyn blue rip
\$49.99
Cotton On

1

Cotton On Women - Stretch Mom Jean - Brooklyn blue rip

Cotton On · Jeans · Women

Looking for a mom jean with a little more give? The Stretch Mom Jean is for you. Just like the perfect vintage pair with stretch for all-day comfort, this high-waisted jean ...

[See more details at Cotton On »](#)

\$49.99

+\$6.00 delivery

Cotton On

Visit site

Home / Women / Jeans



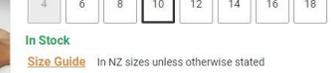
COTTON:ON
Stretch Mom Jean

\$49.99

Or 4 payments of NZ\$12.50 with [afterpay](#) info

★★★★☆ 4.3 (191)

Colour brooklyn blue rip



Delivery Free on orders over \$60

SHOPPING PRODUCT LISTING AD REVIEW

GLASSONS

Search query: **womens jeans**

01. **Product Title**
The product title is within 70 characters. However, the brand name was not included. Brand loyalty is one of the most important factors that drive purchase. It would be beneficial to put the brand in the title which is likely relevant to shoppers.

02. **Product Descriptions**
The product details and features are listed within the first 160-500 characters.

03. **Product title & description match product page info**
Price & image are also the same as shown on the product page, however, there is a mismatch between the PLA (showing free delivery) and the product page (which shows free delivery for products over \$50)

04. **Product ratings and reviews**
They are collecting product reviews on their own site, but the data is not utilised for their Google Shopping ads.



Destroyed Super High Stretch Skinny Jean

Jeans · Women

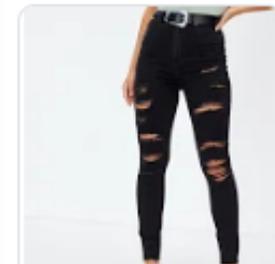
The Mak Fit- Featuring super high waist jeans, a skinny fit, full length and manufactured rips. With a stretch denim these jeans will provide endless comfort. Inside leg length ...

[See more details at Glassons »](#)

\$39.99

Free delivery
Glassons

[Visit site](#)



Destroyed Super High Stretch Skinny Jean

\$39.99

Glassons

Free delivery



BEST SELLER

8 likes ★★★★★

Destroyed Super High Stretch Skinny Jean

NZD \$39.99

or 4 fortnightly payments of \$10.00 [Info](#) [Info](#)
or 6 weekly payments of \$6.66 [Info](#) [Info](#)

Colour: WASHED BLACK



Size

[Size guide](#)

- Select Size -

[ADD TO BAG](#)

FREE SHIPPING* & IN STORE RETURNS
Standard Courier on orders over \$30 (NZ & AU)

Delivers to: **Auckland, New Zealand**

[Change location](#)

 **Tuesday using Standard Courier delivery**

\$6.95

[CHECK IN STORE AVAILABILITY](#)

SHOPPING PRODUCT LISTING AD REVIEW

Search query: **womens jeans**

01. Product Title
It is within 70 characters, however, the image on the ad shows an incorrect view of the product. It is focused on the top instead of the jeans

02. Product Descriptions
The product details and features are not listed within the first 160-500 characters. Rather, it is talking about generic things around jeans. According to Google, the more specific you are in your description, the easier it is for users to identify the product they are searching for.

03. Product title & description match product page info
Price & image are the same as shown on the product page, however, the product was on sale. According to [Google's best practice](#) for sale price, when you lower the price of an item for a sale, submit correct base prices to enable sale price annotations. When your ad shows with sales price annotations, your sales stand out and potential customers see how much they'll save.

04. Product ratings and reviews
It seems that Superette is not making use of product ratings. This is a missed opportunity, as it highlights the products and makes them stand out against competitors.



Superette - Side Stripe Jeans

\$149.00

Superette



Superette - Side Stripe Jeans

Jeans

Denim is a crucial element of our everyday core wardrobe and we strongly believe a great pair of jeans is one of the only essentials you need to look and feel like a million ...

[See more details at Superette »](#)

\$149.00

Free delivery

Superette

Visit site



SALE

SUPERETTE

Side Stripe Jeans \$149.00 ~~\$229.00~~

SKU SUPS1788W-WHT

Or, pay with afterpay 4 x \$37.25 | 6 x \$24.83

White / Silver

Please select size

Size Guide

Add to bag

Check Stock In Store

CALL & COLLECT NEW

Superette Newmarket Store Hours Change Store
34 Nuffield Street, Newmarket, Auckland 1024, NZ
Sizes Available: None Available

Contact to pick up

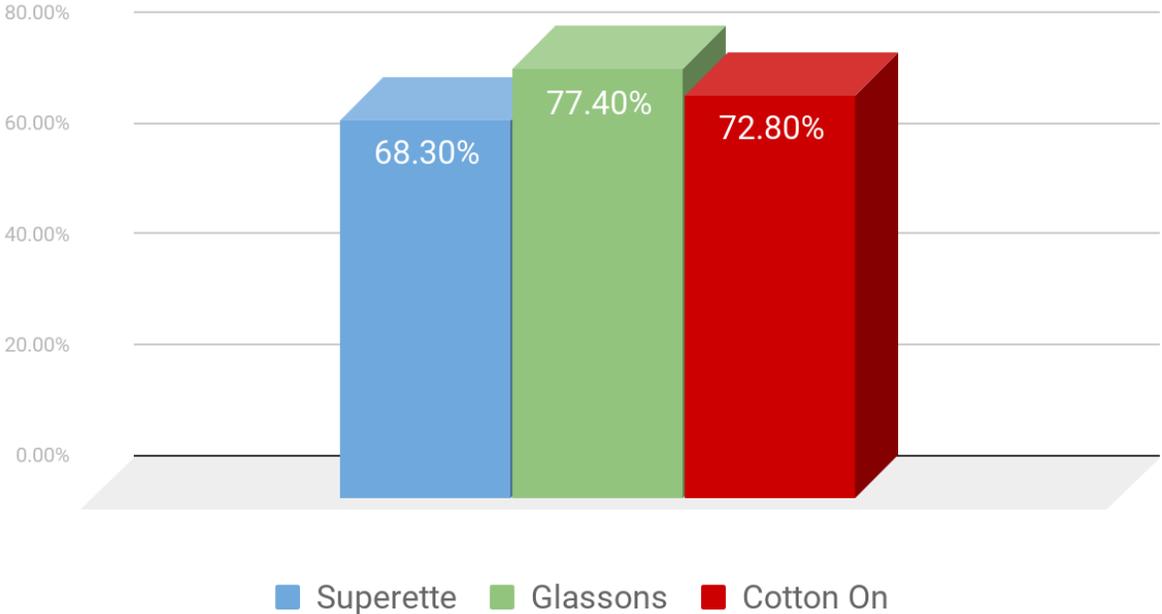
Delivering to: Auckland, New Zealand Change

Standard delivery: Monday \$5.00 or FREE for \$100+ (allow for current courier delays)



SHOPPING PRODUCT LISTING AD REVIEW

Points scored



The Winner is **Glassons** who has a score of 77.40% as a result of Google Ads Best Practice implementations.

02

Social Presence



Why is social presence so important today?

- Shows the world who you are. Social presence highlights your company's **core values**, brand voice and unique qualities that your services provide.
- Allows you to **reach and interact** with your target audience.
- Expanding your social media presence and effectively **implementing marketing strategies**, can help your business grow exponentially over time.

Utilisation of Social Media

We had a look at the social media presence of the 3 fashion retailers:

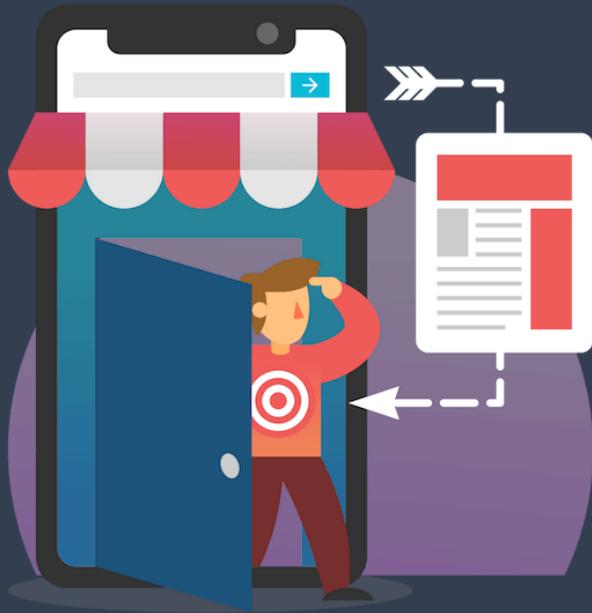
	Twitter	YouTube	Facebook	Pinterest	Instagram	Tik Tok
GLASSONS	[Progress bar]					
SUPERETTE	[Progress bar]					
COTTON ON	[Progress bar]					

- ❖ **Glassons** and **Cotton On** are present on the same social media networks
- ❖ **Superette** is a bit behind but still going strong

 We did not have a look at how well these companies are utilising these networks but wanted to give an indication of their presence

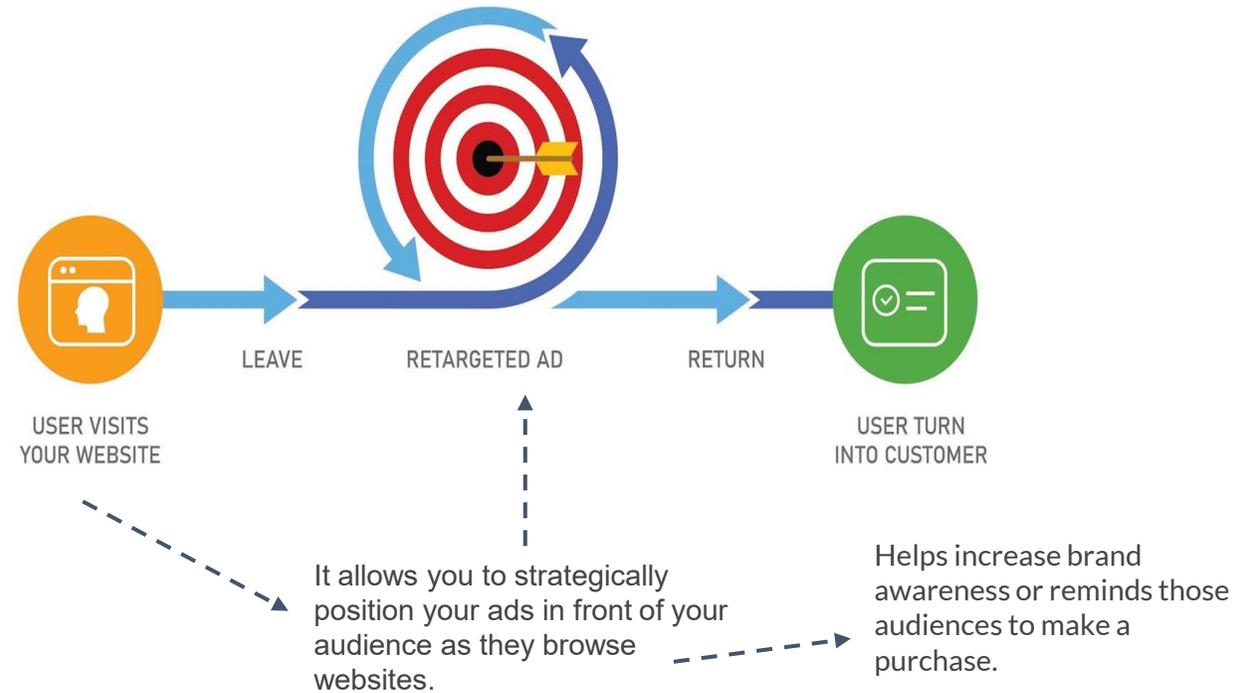
03

Remarketing



Are you engaging with past website visitors?

Remarketing is a way to connect with people who previously interacted with your website or mobile app.



You can run Remarketing as standard or Dynamic remarketing.

Please note that Google is not the only platform that offers dynamic remarketing capabilities. What works well for one brand may not work for another.

Utilisation of Remarketing*

SUPERETTE

The below remarketing channels were looked at for superette.co.nz and we identified that the remarketing strategy includes **Facebook and Google Display Remarketing**.

- ✓ Google Display Remarketing
- × Google Display Dynamic Remarketing
- ✓ Facebook Display Remarketing
- × Facebook Display Dynamic Remarketing.
- × Criteo Dynamic Remarketing.
- × Email Remarketing.

GLASSONS

The below remarketing channels were looked at for glassons.co.nz and we identified that the remarketing strategy includes **Google Display and Criteo Dynamic Remarketing**.

- ✓ Google Display Remarketing
- × Google Display Dynamic Remarketing
- × Facebook Display Remarketing
- × Facebook Display Dynamic Remarketing
- ✓ Criteo Dynamic Remarketing.
- ✓ Email Remarketing.

COTTON ON

The below remarketing channels were looked at for cottonon.com/nz and we identified that they didn't utilise any remarketing strategy at all.

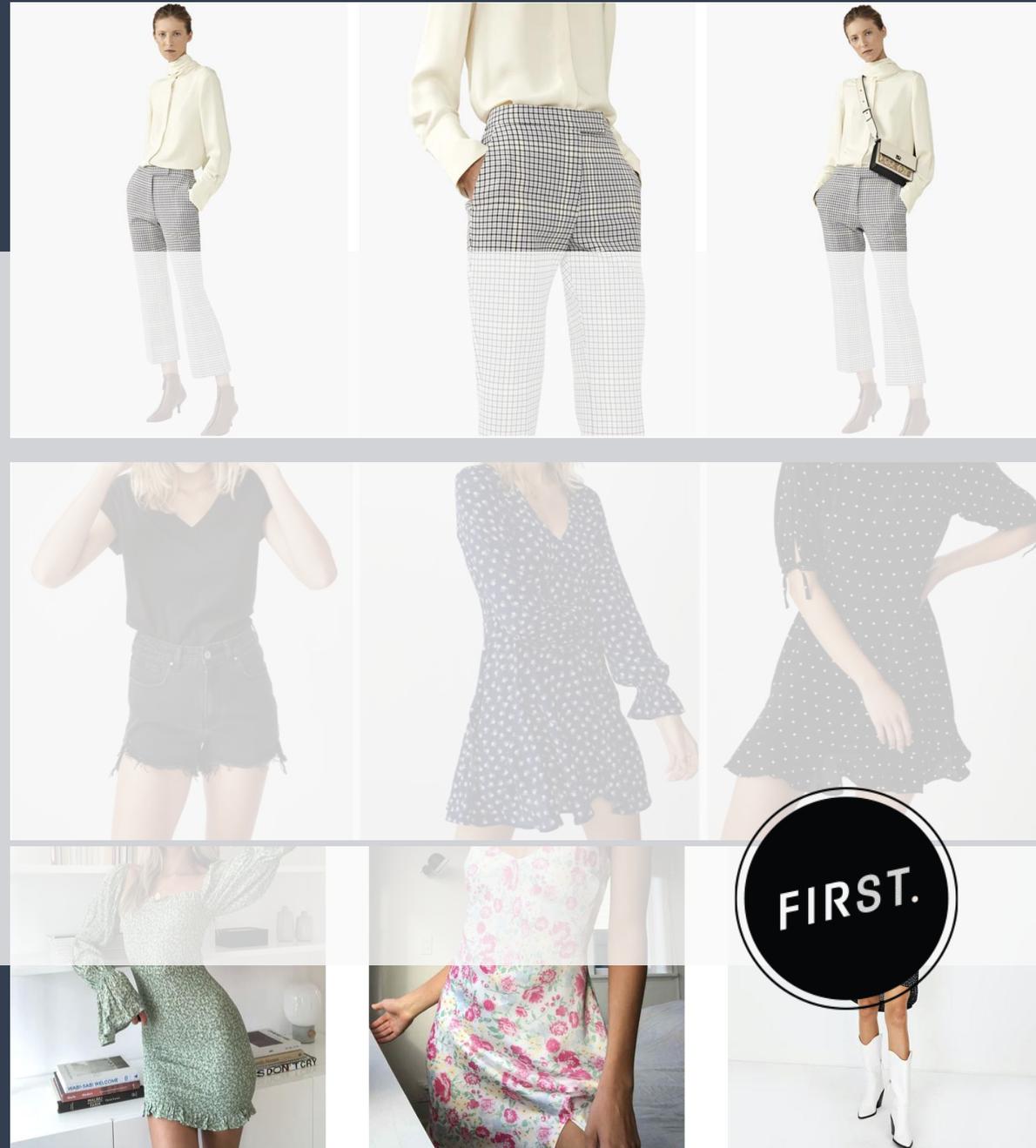
- × Google Display Remarketing
- × Google Display Dynamic Remarketing
- × Facebook Display Remarketing
- × Facebook Display Dynamic Remarketing
- × Criteo Dynamic Remarketing.
- × Email Remarketing.

* Please note that we can't be certain about the use of specific channels or remarketing strategies. This is based on observation only.

FIND OUT WHAT YOU ARE MISSING OUT ON

Selling online is more competitive than ever; knowing where to focus will get you ahead.

GET YOUR GAMEPLAN





We assist online retail and B2B businesses to grow and expand by enhancing the customer experience. We do this through ongoing data insights, personalisation, testing and through leveraging 'best of breed' technology partners.

Our expertise in digital marketing has been built on over 20 years experience in digital strategy, analytics, conversion, search marketing and digital campaigns.

Contact us to see how we can help you

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T: +64 9 920 1740

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