



pumpkin patch

# BETTER MEASUREMENT + DIGITAL SMARTS = INCREASED REVENUE

## HOW TO DRIVE REVENUE WITH PERFORMANCE MEDIA FOR A GLOBAL BRAND

Pumpkin Patch is a fashion retail chain based in Auckland, New Zealand that provides premium kids clothing ranges both in store and online. Over the years, Pumpkin Patch expanded into the AU, US and UK markets, initially with retail stores and mail order catalogues. More recently Pumpkin Patch has been driving growth in these markets through digital channels.

With over 2,000 people, more than 190 stores and wholesale operations in 24 markets globally, the Pumpkin Patch brand has definitely grown over the years.

### PRIMARY OBJECTIVES

1. Better measurement and understanding of campaign performance
2. Revenue uplift

### CAMPAIGN

Performance Media

### RESULTS

1. Measurement and tracking framework developed for better and more accurate data
2. Revenue uplift of more than 10x over 5 months

### GOAL

Continued growth doesn't always come easy. Though Pumpkin Patch has a strong mix of unique quality product and marketing expertise, they needed help to develop a customer focused and data-driven approach to their digital marketing. Pumpkin Patch approached FIRST to better understand the true influence of performance media on customers and develop and roll-out a performance marketing strategy to increase revenue and new customer acquisition.

### APPROACH

Stepping up to the challenge, FIRST implemented a smart, data-driven strategy that drove significantly increased revenue while enhancing the 'brand building' benefit of display advertising. Below demonstrates how a culture of responsiveness, testing and refinement can deliver outstanding and continually improving revenue gains from performance media.

### TRACKING & MEASUREMENT

FIRST immediately put a measurement framework in place to clearly define goals, attribution and the roles for each tactic. Some key actions taken were:

- Implemented full conversion tracking for each platform
- GTM configuration and tagging pixels
- Granular UTM tagging to identify platform, targeting, campaign, medium & ad size
- Attribution (including partial weighting for view-through conversions)
- Defining & tracking brand new customers only
- Custom reporting via Google Analytics
- Post-campaign analysis including which targeting, creative & campaigns work best

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We're delighted with FIRST's smart, data-driven approach to digital performance marketing which continues to deliver significant revenue gains month on month.

Responsive, honest and no-nonsense, FIRST ensures our digital media is tightly aligned with offline activity and is always evolving their approach based on new insights about our customers.



**MAREE LAWRENCE**

SENIOR BRAND  
MARKETING MANAGER  
Pumpkin Patch

TESTING & REFINEMENT

Ongoing testing and optimisation of numerous channels and tactics each month allowed us to scale back poorer performing channels, increase emphasis on performing channels and also test something new. This led to continued, iterative changes leading to increased efficiency and revenue.

Some tactics deployed and tested were:

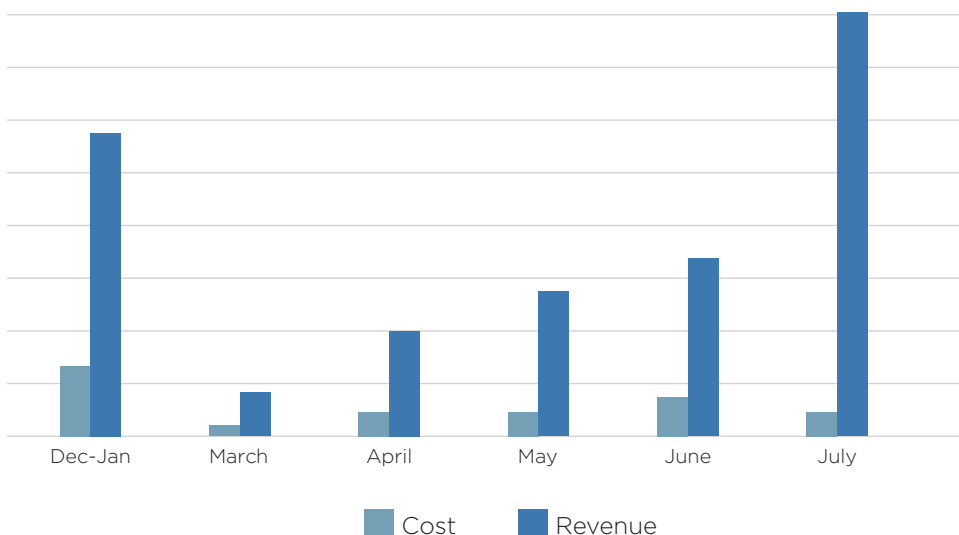
- Google Display Network e.g. affinity segments, in-market segments, contextual, topics & interests
- Facebook e.g. look-a-like audiences, demographic targeting, interest targeting, family connection targeting)
- Innovative remarketing lists & custom remarketing creative (multiple platforms)
- Dynamic creative that features the products viewed by customers
- Prospecting lists to acquire new customers
- Gmail Sponsored Promotions
- Video campaigns on GDN, YouTube & Facebook
- Instagram
- Different creative formats including text, banner, dynamic, light-box & product feed

PROACTIVE MANAGEMENT & OPTIMISATION

Speed, timing and collaboration are prerequisites to extract maximum campaign performance. The below outlines some important steps that contributed to the overall and ongoing success of these campaigns:

- Being super-responsive in facilitating and optimising numerous creative updates
- Proactive optimisation of creative/tactics in response to data or sales campaigns
- In-campaign optimisation, budget re-allocation & phasing
- Supporting both on-going brand layer plus up-weights/creative for promotions
- Proactive troubleshooting & maintenance

COST AND REVENUE



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**NEW IN** baby girl boy **SALE ITEMS** collections **OFFERS** UA girl eSale patch general store

enter code **AURD3** in your shopping bag to receive **free delivery** - ends midnight AEST **Monday 17th August, 2015**

**NEW COLLECTION**  
.....  
**DESIGNER PICKS**

SHOP COLLECTION →

**JUMPSUITS**

BABY GIRL BOY

KNIT DENIM

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welcome to Pumpkin Patch - quality kidswear  
the world's best online kidswear fashion destination. discover our new collections. browse through our lookbooks & keep up to date with the latest trends. it's your daily fashion update - just how you like it. [read more >](#)

Shop the Look

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newborn  
baby girl  
baby boy

**girls NEW SEASON**  
little girl  
girl

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little boy  
boy

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baby boy  
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little boy  
girl  
boy

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