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# Digital Marketing Case Study

## Outlet King - Switzerland

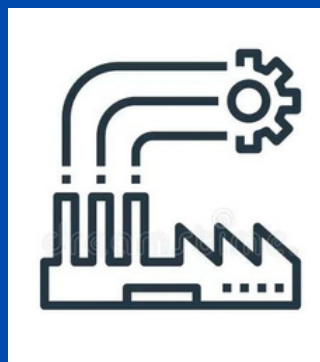


**OUTLET KING®**  
CLEVER SHOPPING



# Client Background

Outlet King is a well-known retail outlet in Switzerland that offers a wide range of branded products at discounted prices. With a goal to increase footfall, drive online sales, and expand their customer base, Outlet King sought the expertise of our Google ads professionals to enhance their digital marketing efforts.



**Industry- Ecommerce**



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# Challenges and Objectives

**Competitive Market:** The retail industry in Switzerland is highly competitive, with numerous outlets vying for customers' attention. Standing out in this crowded landscape and capturing the target audience's interest posed a significant challenge.

**Limited Brand Awareness:** Although Outlet King had a strong local presence, expanding brand awareness on a national level was a priority. Overcoming the lack of widespread recognition and establishing Outlet King as a go-to destination for affordable branded products required strategic marketing tactics.

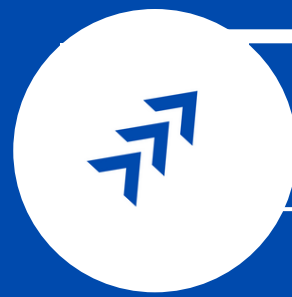


# Challenges and Objectives

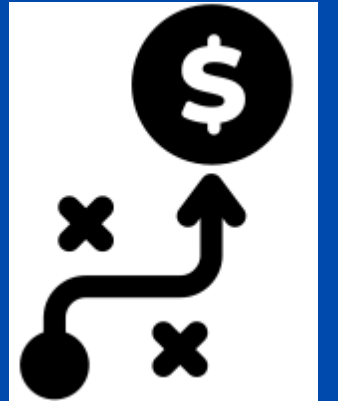
**Local Targeting:** Outlet King primarily aimed to attract customers within a specific geographic radius. This required implementing localized targeting strategies to ensure ads reached the right audience in the vicinity of their physical store.

**Seasonal Promotions:** Outlet King regularly offered seasonal promotions and sales events. The challenge was to effectively promote these events, drive foot traffic to the store, and generate sales during these periods.

**Budget Optimization:** Outlet King had allocated a specific budget for their Google Ads campaigns. Maximizing the return on investment while adhering to the budget limitations was essential for achieving campaign success.



# Our Strategy

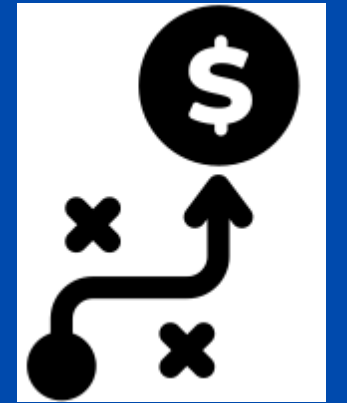


**Thorough Market Research:** The team conducted comprehensive market research to gain insights into the target audience's behavior, preferences, and online search patterns. This information guided the development of highly targeted campaigns.

**Keyword Optimization:** Extensive keyword research was conducted to identify relevant search terms used by the target audience when searching for discounted premium brands. By incorporating these keywords strategically into ad copy and landing pages, the team aimed to improve ad relevancy and boost click-through rates.



# Our Strategy



**Ad Copy and Creative Design:** Engaging ad copy and visually appealing creative designs were crafted to capture the attention of potential customers. The team ensured that ads highlighted Outlet King's unique selling points, such as the extensive brand selection and significant discounts.

**Localized Targeting:** Geolocation targeting was implemented to focus ads on the specific regions surrounding Outlet King's physical store. This allowed the team to reach users who were more likely to visit the store and make purchases.



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# Outcomes Attained



Result

**Increased Online Visibility:** Through targeted campaigns and optimization efforts, Outlet King's online visibility significantly improved. Their website started appearing prominently in search engine results, attracting organic and paid traffic.

**Improved Click-Through Rates and Conversions:** With compelling ad copy and optimized targeting, the click-through rates and conversion rates witnessed significant improvements. Users were enticed by the value proposition offered by Outlet King, leading to increased engagement and conversions.



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# Outcomes Attained



Result

**Boosted Footfall and Sales:** The strategic combination of online advertising and offline promotions resulted in increased footfall at Outlet King's physical stores. The campaigns effectively drove potential customers to visit the outlets, resulting in improved sales and revenue.

**Enhanced Brand Recognition:** Outlet King's brand recognition grew substantially, aided by consistent messaging and exposure through online advertising. Users began associating the brand with discounted prices, quality products, and a favorable shopping experience.





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# The Results in Numbers



**Impressions.**

14.6 Million+



**ROAS Achieved**

965.8 %.



**Number of Clicks**

276K +

# Get In Touch

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