



THE CLIENT:

Tui is a 100% New Zealand owned and operated company based in Mount Maunganui. They are best known for their gardening products but also sell a range of pet and home products. Tui supplies their products through a range of gardening centres and DIY stores such as Mitre 10.

THE BRIEF:

Tui engaged Cucumber in mid-2015 to manage their Google Adwords campaigns for the forthcoming Spring and Summer seasons. Coinciding with their busiest season Tui were also sponsoring a gardening slot on a prime-time TV show and the Adwords campaigns were required to support this sponsorship.

THE SOLUTION/PROPOSAL:

Cucumber believes that your digital strategy should be implemented across all channels and that analytics is the key to measuring your results as well as being used to drive changes in your overall strategy. As such the proposed solution included a combination of Google Adwords, Google Remarketing and Google Analytics management and optimisation.

Firstly Cucumber spent time with the Tui marketing team to determine the business goals of the Tui Adwords campaigns and then mapped these goals to measures via Google Analytics (GA). Google Tag Manager (GTM) was used to configure all of these success indicators. Through this process key engagement goals such as sign up to a newsletter, time reviewing key pages, printing pages, sharing pages and competition entries were created and configured in the website. Each of these goals were given a dollar value to enable the value of the campaign to be measured against comparable results.

Cucumber also managed Tui's remarketing campaign which was used to promote their competitions. Cucumber's goal was to raise the conversion rate of the remarketing campaign. Initially the remarketing campaign targeted all previous visitors to the website but Cucumber refined this by linking Google Analytics with Google Adwords.



THE RESULT:

By utilising a combination of onsite and offsite tools and techniques, Cucumber were able to focus and refine both spend and results for Tui's Google Adwords campaigns.

A key example of this refinement was in relation to the competition entries. Because entering a competition caused completion of a GA goal, Cucumber set up a custom remarketing list that only displayed the ad to previous website visitors who had not entered a competition. This increased the percentage of goal completions for the remarketing campaign to 20% and ensured Tui was not spending their campaign budget on people that were already in the draw. Later in the remarketing campaign, we also started modifying the remarketing campaign every week to point to the latest competition rather than just the general competitions page. This enabled us to reach our target conversion rate for the remarketing campaign.

Tui has been focused on creating a strong content led website for a number of years. By creating helpful, inspirational and relevant content for gardeners, Tui has grown its organic traffic year on year. As an example, the organic traffic for October 2015 (their best month for traffic due to the arrival of spring) was 54% higher than 2014. Cucumber recently supported that content strategy by making SEO recommendations for the guide pages where we believed higher rankings could be achieved.

Google Adwords success is often measured in total clicks and the cost of those clicks. Cucumber also concentrated on the Organic Search performance of the landing pages for the targeted keywords when allocating budget to specific keywords.

“ In our first year working with Cucumber for our digital campaigns we were impressed at the extra mile they went to help us optimise our Google Adwords campaigns and analyse the results in Google Analytics to help us achieve our goals. They were always looking at ways to improve our campaigns and analyse them further.”

Jenna Tkaczyk
Tui Marketing