



www.molevalleyfarmers.com



objectives

- Increase e-commerce sales turnover through targeted pay-per-click campaigns
- ability to track and measure marketing campaign performance
- gather insights into website usage and visitor behaviour
- gain intelligence for informed e-marketing activity
- implement traffic and conversion analytics

results

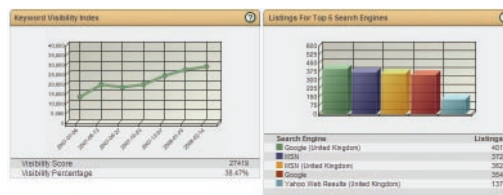
- dramatic improvements to return-on-investment from online marketing strategy
- conversion rate 50% above the] average
- amount of pay-per-click activity doubled
- greater accuracy in understand of repeat visitor behaviour
- specific reports delivered by product category to engage product managers

mole valley farmers

Mole Valley Farmers was started in 1960 by a small group of farmers around South Molton in Devon who were concerned by the discriminatory practices and the large margins being taken by many of their input suppliers.

Today it remains one of a few true co-operatives in the retail industry, but boasts a turnover of more than 130m through more than 20 retail outlets and various farming focused services. Products range from farm requirements to clothing, footwear, garden supplies, pet food and accessories, domestic goods and power tools.

Appius has initially implemented a Search Engine Optimisation strategy and email marketing campaigns to generate higher conversion rates. Extensive Pay-per-click campaigns have also been created for over 5500 products with performance analysed and managed at a keyword level to ensure the best cost per conversion and return on investment possible.



improved search engine results measured by web positions



Appius has also recently embarked on an e-commerce User Centred Design project which included User Experience and User Testing services to ensure the best fit with the end user's capabilities and expectations.

deeper insights into customer behaviour by UK regional geography

