

Retail

Uncovering Audience Insights to Enhance Buyer Personas and Drive Sales

Evans Cycles is one of the UK's largest cycle retailers, selling bicycles, clothing, accessories and parts, as well as building and repairing them. It operates stores across the UK and has a large online presence in the UK and across Europe.

Goal: Engage Seasonal Cyclists

The brand wanted to reach a wider audience, particularly 'seasonal cyclists', who are likely to only cycle during the summer months when the weather permits. Evans Cycles needed to undertake both a brand awareness campaign, as well as drive incremental sales online.

One of the main challenges for Evans Cycles when trying to target a wider audience was the plethora of data available. They could generate many potential advertising opportunities, but it was not clear which elements of their campaign would be the most effective; Evans Cycles did not know in detail how the seasonal cyclist audience would behave online ahead of a purchase.

Solution: Use Turn Campaign Suite and DataMine Analytics for a Holistic Customer View

Taking a customer-first view of its digital marketing and using data, Evans Cycles was able to get under the skin of the purchase and media consumption habits of its "seasonal cyclists" audience, formulating a new campaign strategy for this less engaged, and not yet loyal consumer.

Evans Cycles began using Turn Campaign Suite for programmatic advertising to identify and target key audiences, and gather a single customer view of how cyclists behave online, no matter what device or channel they were interacting on, and serving relevant content at all times.

Results: Applied Audience Personas drive 80% YOY Sales Increase

The detailed insights Turn provided allowed Evans Cycles to implement campaign optimisation for particular audience segments, for example reaching seasonal cyclists without impacting the performance of messaging directed to their core cycling enthusiasts. Insights from this campaign confirmed that this wider audience was not always looking at cycling websites (which their core audience did regularly), but instead was spending a lot of time on specific marketplace sites, such as eBay, or news sites such as *The Guardian* online.

Working directly with Turn, we have now a greater level of transparency and agility with our digital advertising - the data insights gained mean we can take a much more consumer-centric approach.

Ange Busse-Socrate, Online Marketing Manager,
Evans Cycles

Evans Cycles was able to expand their programmatic ad-buying strategy beyond the obvious contextual targeting, to engage the audience based on their wider interests and preferences. Employing additional tactics around Private Market Places, retargeting and site extensions ensured they were reaching the right audience profiles, and delivering the most effective campaigns through higher Click-through rates, lower Cost per Acquisition, and higher sales.

Additionally, by gaining invaluable insights about the customer journey, Evans Cycles was able to develop better digital marketing integration across channels, and provide planning insights for other departments across the business.

Following the first two months of implementing the data-led, audience first strategy with Turn, Evans Cycles reported that the prospecting campaigns exceeded cost per acquisition objectives by 47% Year-on-Year, with a simultaneous 80% YOY increase in sales attributed to the campaign.

