

Case Study



Ride-Away

Ride-Away Saddlery and Country Clothing was established in 1980 and has established an enviable reputation as a leading supplier of equestrian equipment and country clothing.

With riding and everything to do with equestrian pursuits having seen a massive resurgence in popularity recently, the company has grown rapidly, employing a team of over 40 staff.

Now a household name in equestrian shopping throughout the world, Ride-Away attract orders from customers worldwide.

Challenge

Ride-Away commissioned PureNet to design and build their new global B2C e-commerce solution in 2009, and using a range of digital marketing techniques and channels from PureNet's digital marketing team, improve their visibility online and achieve ambitious sales targets.

Prior to PureNet's involvement, Ride-Away had very little visibility online within the search engines. Ride-Away knew where they wanted their online presence to be, but lacked the knowledge in-house to help them achieve wider prominence. Building a higher profile through natural search was therefore one of the organisation's highest priorities, as was their aspiration to build upon and grow their revenue through integrated email marketing campaigns.

Often when deciding to embark on digital marketing, it can

be quite daunting and confusing. There are many agencies out there offering their services, but deciding which online marketing solutions will work best for you and your business can be difficult. This is why we took the time to find out how we could improve Ride-Away's digital marketing, to ensure that their website would be found in the right places by the right people – paying customers.

Solution

PureNet has been responsible for producing a comprehensive range of digital marketing activity, all of which is closely aligned with the clients business objectives.

Because we're not a 'one-size-fits-all' digital marketing agency, we took the time to get to know Ride-Away's business, working together to drive their online performance forward to gain exposure in the right places.

The staff within PureNet's digital marketing department produced a comprehensive and extensive online marketing strategy to drive Ride-Away's revenue performance, in order to increase their profits and reduce their overheads. Our digital marketing service is designed to be fully encompassing of Ride-Away's business goals for now, and well into the future. We are a digital marketing agency that puts Ride-Away's profits first.

We have implemented an integrated natural and paid search digital marketing campaign, providing organic SEO improvement, PPC management, product data feed and optimisation, email broadcast management, affiliate strategy review and online reputation management.



Benefits

From catchy email creative to detailed customer insight and market leading search engine marketing, the team at PureNet has helped Ride-Away transform their online presence into a multi-million pound business. We have developed a strong working relationship with the company and understand their business, their goals and their customers.

Since going live Ride-Away's eCommerce solution has produced sales growth beyond the targets that were originally set. The new site has achieved 300% growth since launch, and gives their online presence prominence that reflects Ride-Away's position in the equestrian market place and more importantly helps grow their online sales revenue.

The Ride-Away website is consistently featured on the first page of Google's natural search results for hundreds of relevant key terms, including 'saddlery', 'equestrian equipment', 'riding wear' and 'horse riding equipment' to name just a few.

The paid search campaign, along with Google's product search feed, complements the natural search results

especially for promotions, catalogue and new product launches, providing on average £15 of sales for every £1 of advertising spend.

Delivery rates of Ride-Away email promotions have increased by 500%+ and sales revenue for email campaigns has increased from below 0.4% to 5% of total revenue in less than two years.

"We use a mixture of proven complementary online marketing solutions, all designed to ensure success on the internet. We do this because it's one of the best ways of providing a comprehensive digital marketing campaign that gets results and helps our clients stay ahead of the competition. PureNet has a proven track record in producing long lasting and measurable results for our clients. Our digital marketing services have been designed to 'cover all bases', and because we have extensive experience in marketing online, you can be sure of success."

Daniel Warren

Director of Digital Services
PureNet

Testimonial



The improvements we've seen in terms of improved rankings and traffic generated have been superb. We are delighted with the end product and have seen our sales increase massively year-on-year. One of the things which has impressed us the most, is that the team at PureNet have continually strived to help us improve our sales and develop our web business and the service we continue to receive is outstanding.



Angela Clark

Ride-Away
www.RideAway.co.uk

General Enquiries

0845 625 2009

Web: www.purenet.co.uk

YORK - HQ

PureNet
Kensington House
York Business Park
YORK - YO26 6RW

Tel: 01904 898 444
Fax: 01904 898 445

LEEDS

PureNet
Round Foundry Media Centre
Foundry Street
LEEDS - LS11 5QP

Tel: 0113 8800 760
Fax: 0113 8800 761

BIRMINGHAM

PureNet
Birmingham Science Park
Holt Street
BIRMINGHAM - B7 4BB

Tel: 0121 6630 950
Fax: 0121 6630 951

LONDON

PureNet
175 - 185
Gray's Inn Road
LONDON - WC1X 8UE

Tel: 0208 819 1620
Fax: 0208 819 1621