

Steiff

Founded in 1880, Steiff is the world's premier manufacturer of high-end toys and collectibles. Steiff is the only "luxury" toy brand in the marketplace today. Internationally renowned for its exceptional quality, Steiff still utilizes traditional materials and proven manufacturing techniques to create its unique and highly prized products.

448%

Increase in
Campaign Revenue

19%

Decrease in
Campaign Spend

578%

Increase in
Return On Ad Spend



Background

Wakefly has been working with Steiff since 2014, acting as an extension of their marketing team to help with a variety of digital marketing initiatives including: PPC, display and affiliate advertising, retargeting, graphic design, and campaign development.

Paid advertising is a key component of Steiff's overall marketing plan. Our team assists with budget planning to make sure that Steiff is getting the most for their money. Our teams collaborate on campaign strategy and product launches with Wakefly providing the creative and handling campaign set-up, management, and analysis on an ongoing basis.

How Wakefly Helped

Team Augmentation

Although Steiff is a large international company, the US marketing team is a fairly small group so they have relied on the Wakefly team for years to supplement their internal staff in order to increase output. When they lost their longtime marketing manager in early 2018, Wakefly stepped up to prevent any gaps in marketing efforts. We developed, implemented, and managed their Spring marketing plans.

Due to the long-standing relationship and trust between our companies, Steiff even leveraged Wakefly's strategist to help them craft the job description for a new Marketing Manager and assist in the hiring process.

Digital Strategy Consulting

Steiff's plush toys and collectibles are marketed heavily online through a variety of seasonal and holiday-based campaigns. Wakefly has helped Steiff to determine which channels will help them reach their target audiences, as well as what messaging will resonate with them.

For the past 5 years, we have helped craft major marketing campaigns for key holidays such as Black Friday and Christmas. This includes development of banner ads, social media content, ad copy, and landing

pages. Our strategists guide Steiff on the types of offers to include, placement of ads and recommended budgets to reach their intended audience and drive sales.

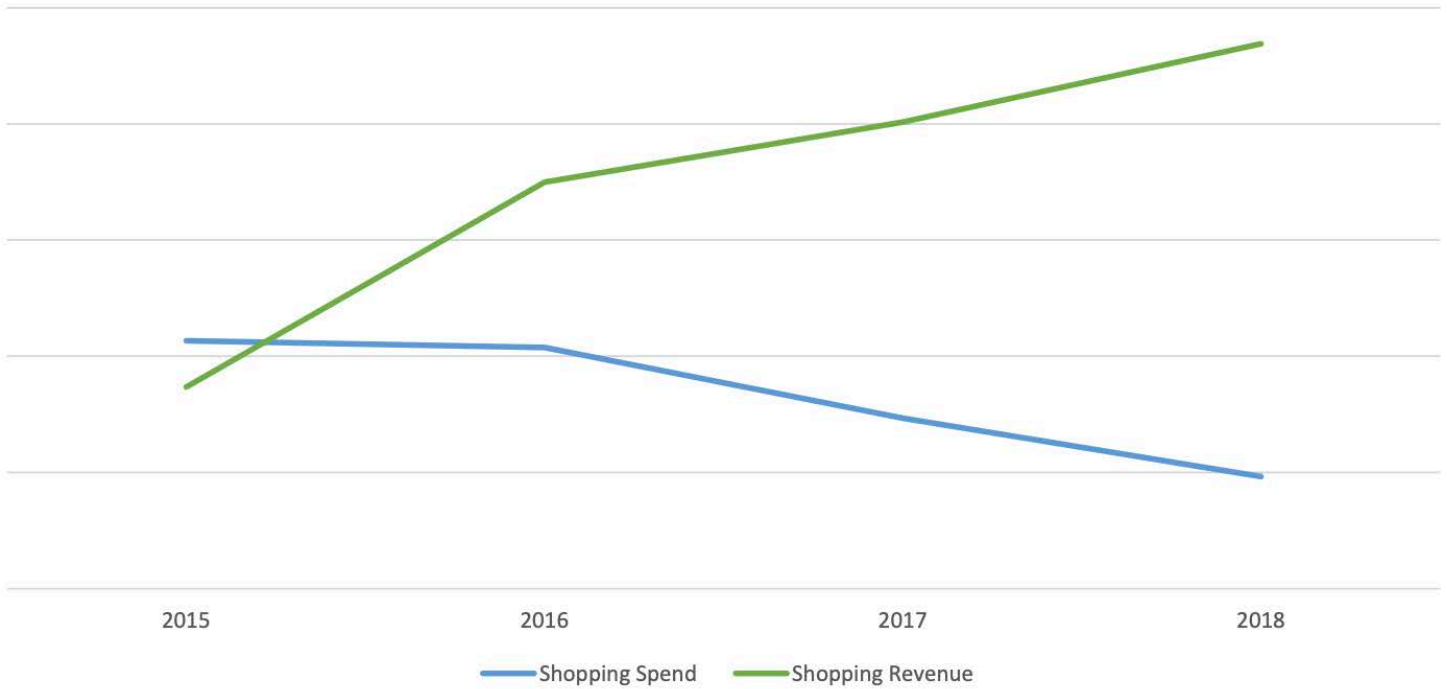
Campaign Management

Beyond the strategic development of campaign ideas, Wakefly also has handled the management of Steiff's various paid media campaigns for years. One of the biggest areas where Wakefly was able to help was with Google Shopping Campaigns. Shopping Campaigns are a great option for retail clients. They allow you to set up product groups and help you promote those products by giving users detailed information (via a product feed) before they even click your ad. This typically means that those who click the ad are more likely to convert since they are better informed about your products.

Results

Since 2014, we have incrementally improved the performance of Steiff's paid campaigns. We provide detailed reporting and analysis on a monthly basis. Our strategists are continually monitoring performance and making necessary adjustments when the data dictates it. Due to this careful management, we have increased the shopping campaign revenue by 448%, while decreasing the spend by 19% and increasing the return on ad spend (ROAS) by 578%. We steadily improved the revenue and ROAS on the shopping campaigns each year from 2014 through 2018. This can be attributed to improving the quality of the product feed and the campaign setup and eliminating wasteful spend.

Steiff Shopping Spend vs Revenue



*Dollar values removed for confidentiality

Wakefly

Wakefly is a New England-based digital marketing agency committed to creating the best possible digital presence for its clients for over 17 years. Our team of skilled engineers and visionary marketers are experts in their fields, employing current trends to create cutting-edge websites. Wakefly creates digital experiences that matter. We spend the time needed to understand our clients' goals and objectives completely before we begin work. We don't believe in the cookie-cutter approach. Our methodical, data-driven process ensures that we engineer the digital solution that's right for you.