

# Bidnamic

Standout increases Return On Ad Spend Growth by 271% using Bidnamic

**271%**

Increase in ROAS

**124%**

Conversion Rate Growth

**115%**

Revenue Growth



"Bidnamic increased our revenue (YoY) by 115% over the critical festive period"  
- **Roger Martin, Standout**

## The Challenge

### Standout wanted to gain more sales without sacrificing return on ad spend

Fashion retailers across the board have seen record losses amongst the uncertainty of Brexit and the UK economy as a whole. Standout needed a solution that would guard them against an environment that has got the better of so many other stores.

In addition, the fashion industry is very seasonal and fast-paced, so they needed a solution that could increase the volume of sales so they could sell all their stock before the next seasons stock is ready to be sold.

Being such a competitive market, they were fighting for attention against the biggest names in retail. The question was how an SME business could increase volume and compete against these bigger names, without burning through their ad spend and making little ROI.

## The Solution

### Bidnamic increased their Return On Ad Spend Growth by 271%

Standout had previously struggled to bring the volume of sales at a sustainable ROAS.

Using Bidnamic, Standout has been able to compete with large fashion retailers, ensuring they are in front of the right customer, at the right price. Since working us, they have seen a 271% increase in ROAS and a 124% increase in conversion growth.

Bidnamic's purchase intent engine ensures they are only bidding aggressively for terms likely to convert into a sale. Paying the optimal CPC per term ensures that Standout are maximising their ad-spend to its full efficiency.

#### The Results

**271%**

Increase in ROAS

**124%**

Conversion Rate Growth  
(first 3 months)

**115%**

Revenue Growth  
(first 3 months)

Get in touch

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