

Bidnamic

Stitch & Story reduced the cost per customer by 31% using Bidnamic

31%

Decrease in cost per customer

52%

Average order growth

19%

Conversion Rate Growth



“We have been truly thrilled by the results the Bidnamic platform has delivered for us, increasing our revenue by 60% whilst significantly reducing the cost to acquire customers”

- **Jennifer Lamb, Stitch & Story**

The Challenge

Previous to working with Bidnamic, they were working at a loss to acquire customers.

Stitch and Story needed a solution that would give them an opportunity to expand its brand globally and help transform their average order value.

The quality of products and the shopping experience they offer results in very loyal customers. However due to the cost of acquisition per customer, in the short term, Google Shopping created a cash flow challenge as they would have to wait for the customer to purchase again for it to become profitable.

This limited their speed of growth as they could not reinvest into the company due to cash flow.

They needed a change of approach to Google Shopping to help them make the most out of the platform.

The Solution

Bidnamic reduced the cost per customer by 31%

Bidnamic increased the average order value by 52%. To do this, the machine learning technology first profiled every product to understand the relevant search terms and their performance. It then used this data to increase visibility for higher value products.

Working with Bidnamic, Stitch & Story managed to increase their average order value by 52%, While driving brand awareness and bringing in new customers with a 19% increase in conversion rate.

The Results

31%

Decrease in cost per customer

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Average order growth

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Conversion Growth

Get in touch

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