



TUMI zips up 2016 holiday success.

High-end luggage retailer sees increased sales, more clicks, and better return on ad spend during a crucial holiday season.



1,734%

increase in holiday sales



1,605%

greater click volume



422%

higher ROAS

About TUMI

Since 1975, TUMI has created world-class business and travel essentials designed to upgrade and beautify life on the move. Designed in America for global citizens everywhere, the brand is sold in over 75 countries through 1,900+ points of sale.

Planning for their 2016 holiday season, the company looked to Google Premier Partner Conversion Path to help boost site traffic and conversions. TUMI chose Conversion Path because they specialize in managing Google Product Listing Ads (PLAs). "Unlike many automated solutions, they embrace

the ways that human-driven processes can drive an advantage in PLA sales growth and ROI," says Taryn Rayment, Director of Digital Marketing for TUMI.

"We realized that TUMI's ads weren't appearing on the search results page for key search terms that should be driving traffic to their site," says Tom Bruce, Conversion Path Founder and CEO. "So we optimized their campaigns to ensure their ads would show up more frequently and have stronger ad positions on the search results page."



How Conversion Path helped



Conversion Path began by optimizing TUMI's PLAs and using remarketing lists for search ads (RLSAs) to target shoppers who abandon their carts before purchase. "TUMI is a premium brand that offers very high quality merchandise," Bruce says. "That let us target a little bit differently around premium-centric wording and language."

In addition, Conversion Path set TUMI's Google Shopping campaigns to run both on mobile and desktop after finding that their customer path to purchase involves up to 32 mobile searches before a conversion on desktop.

"It's been a successful relationship. Conversion Path has been a great partner in general, but they're also really good at what they do. We definitely want to continue working together."

Taryn Rayment, Director of Digital Marketing, TUMI

Results

"Our partners at Conversion Path worked quickly to help us launch before the important 2016 holiday season, and we certainly capitalized," Rayment says. Overall U.S. sales rose 1,734% over the same period in 2015, and return on ad spend (ROAS) rose 422%—a hugely beneficial combination. TUMI's click volume also rose more than 16x, while their average cost-per-click (CPC) fell by nearly 75%. Due to the holidays' impact on retail sales, TUMI has always seen a big sales lift during November and December. But by

optimizing their PLAs to appear for more search terms and at higher ad positions, "you get an even more dynamic impact," Bruce says.

Both companies report the working relationship has gone smoothly, and they expect to continue collaborating to help more TUMI customers find the bags and lifestyle accessories they're looking for online.