



H.R. Owen – Unlocking Digital Success



Traffic Increase

566%

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H.R. Owen as a brand is synonymous with quality so everything we do on and offline must represent excellence. Big Group Insight understand that and have proven time and again over the last 6 years that they are the right agency if quality matters. They work with us and our prestige car brands across the digital spectrum to develop strategy, increase enquiries leading to sales, advance business intelligence and reduce our cost per acquisition. It is a great partnership: ii know digital both today and for the future, supporting our ambitions perfectly.

H.R. Owen

Background:

Established in 1932 in Mayfair, London, H.R. Owen is Britain's leading luxury motor dealer and the world's largest retailer that includes brands such as Rolls Royce, Bentley, Lamborghini, Bugatti, Ferrari, Aston Martin and Maserati.

Requirement:

When we met H.R. Owen in 2009 they were looking for ways to address a large volume of low quality, irrelevant online traffic. This traffic was resulting in high PPC costs, high bounce rates, and low enquiry rates. They needed to reach more of their niche target market of high net worth individuals, at the right time, with the right message. At the same time, we initiated an SEO strategy to deliver the right pages to the right person

Solution:

Conducting continuous annual and quarterly strategic reviews of their online marketing and detailed discussions about their business objectives and growth ambitions, we recommend ongoing improvements to their SEO, PPC and Programmatic advertising. Using data analysis too, we have also worked with them to improve the website user experience (UX). This has led to a deeper understanding of who an H.R. Owen customer is and how best to target them.

Results:

H.R. Owen now enjoy top ranking positions for the keywords and phrases that drive the right, high quality traffic to their website. Big Group Insight has driven down their cost per enquiry by 90% and traffic has increased by 566% without the addition of any additional car marques. In July 2017 H.R. Owen won Digital Retailer of the Year (Franchise) at the 10th Auto Trader Click Awards. By adopting best digital practice and delivering exceptional online experiences, H.R. Owen were recognised as having placed a greater emphasis on the role of digital in the customer journey and have created a truly customer centric business.

The Next Steps:

H.R. Owen are working hard towards an elusive, all-encompassing digital picture that encapsulates all online channels, activity and interactions, allowing greater forecasting and planning. Big Group Insight are delighted to continue working alongside H.R. Owen as they expand their digital presence into 2018 and beyond.