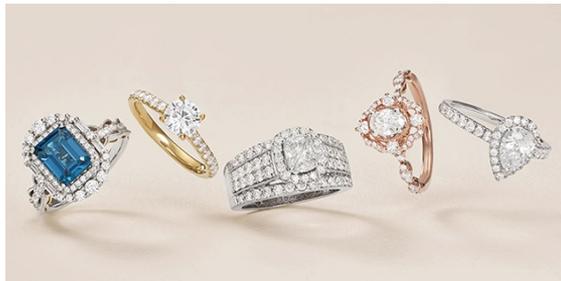


Omni-channel flexibility enabled Helzberg Diamonds to strategically pivot in an unpredictable market

HELZBERG
DIAMONDS.

National Jewelry retailer
Kansas City, Missouri • [helzberg.com](https://www.helzberg.com)



The challenge

Since opening more than a century ago, Helzberg Diamonds has expanded to over 200 brick-and-mortar locations with a growing e-commerce website. To enhance their marketing efforts, they began working with digital agency Wpromote in 2019 to accelerate their omni-channel sales and measurement. After COVID-19 led to store closures in March 2020, Helzberg shifted primary focus to online sales. However, they didn't lose sight of their omni-channel strategy and continued to plan for store re-openings during the holiday season.

The approach

Wpromote and Helzberg collaborated to re-imagine an omni-channel strategy in a post-COVID marketplace. After stores began to re-open, Helzberg launched Local Campaigns, an automated campaign designed specifically to drive in-store sales. They also invested in YouTube to drive brand and store re-opening awareness. For effective measurement, Wpromote worked with Helzberg to launch Store Sales Direct, a Google Ads reporting and tracking tool that allows Helzberg to connect campaign clicks or views to online and in-store sales. They were able to attribute store revenue to all of their existing and new campaign types, including revenue driven specifically by YouTube campaign views.

The results

Wpromote used their deep understanding of Helzberg's goals to recommend Google Ads strategies specifically designed to maximize evolving marketing objectives and optimize digital spend in an unpredictable market. Their efforts directly impacted Helzberg's bottom-line with a 24% YoY increase in Q4 store sales attributed to Google Ads. Wpromote and Helzberg plan to continue building and iterating on their omni-channel strategy in 2021.

“ In partnership with Wpromote and Google, we've made several strategic shifts that have allowed us to continue engaging with our customers in a meaningful way, despite so much uncertainty. With retail closures and a shift toward e-commerce, remaining flexible and tailoring our approach to consumer behavior has been crucial to our success”

— Ellen Junger, Helzberg Diamonds CMO

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| 24% | 268% | 19x |
| YoY increase in Q4 store sales attributed to Google Ads | YoY Q3/Q4 increase in Google Ads e-commerce ROAS | Estimated Local Campaign Store Visit ROAS |

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Google Ads

WPROMOTE