

Antler

Type

Product Feed Management Magento

Industry

Monobrand Luggage/Travel Accessories

Value

Speed of execution & quality of service

Antler is a proud British company that have been making well designed, high quality and lightweight luggage for over 100 years. They have remained at the forefront of the industry thanks to their passion for craftsmanship and dedication to be innovative. Ultimately every piece of luggage is created with the customers' needs in mind.



The challenges

Fabrice Druelle, Ecommerce Manager for Antler, had the job of transforming the ecommerce operations of this iconic British brand into a revenue generating machine. Fabrice knew that he needed to leverage several digital marketing services to meet his goals but he was frustrated with the amount of time and resources that it took to produce the product feeds required to enable these services.

Antler initially tried to produce feeds using a plugin but the result was inadequate. Their PPC agency was unable to create effective Google campaigns due to deficiencies in the feed sent to the Google Merchant Center. Antler also had plans to implement several other feed-based marketing services and with the current arrangements, they knew it would be difficult to achieve their goals. It was time to call a professional feed management provider.

The solution

In the past Fabrice had been burnt by the high cost and the poor customer support that he had received from market leading feed management services. Customer support was a priority this time around and he had to work on a tight budget.

Magento Integration

Antler's biggest problem was the quality of the feeds it was sending to partners. By integrating directly with Antler's Magento ecommerce, Highstreet was able to extract all product data automatically. This meant that Highstreet.io had all the data it needed to populate even the most sophisticated feeds required by Antler's partners, without requiring any effort on the part of Antler.

Google Shopping and Custom Labels

One of the primary channels that Antler wanted exposure through was Google PLA's via the Google Merchant Center. They were already working with a PPC agency but the agency was limited in the bidding strategies that it could implement due to the lack of custom labels in the feed it was receiving from Antler. The Highstreet.io platform allowed for the easy addition of custom labels to the feed sent to Google. This allowed Antler's PPC agency to implement more sophisticated bidding strategies.

The speed of implementation was such that it enabled Antler to accelerate plans to implement additional feed-based digital marketing services. Antler now enjoy the ability to activate new services as required within hours of approval, without any strain on their IT resources.



When choosing a provider one of my main criteria was tech support. It is an aspect that is hard to judge until you actually work with a company but I am happy to say that Highstreet.io did not let us down.

Fabrice Druelle

Fabrice Druelle, Ecommerce Manager, Antler



The result

90% reduction in Google Merchant Center Feed issues
150% increase in speed of marketing strategy implementation
Increased flexibility in marketing strategy.



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