

# MAVEN TM

## Crafting a Successful Partnership with Art & Hobby



The Art & Hobby Shop is one of the foremost retailers in Ireland for art materials, craft supplies, hobby, and educational products, carrying a wide range of toys, puzzles, and games.

Established in 1980, Art & Hobby is 100% Irish-owned and continues to be known for its quality, range, and well-presented products.

### THE OPPORTUNITY

Through a recommendation, **Art & Hobby** approached Maven TM to run their **pay-per-click campaigns and Google Analytics**. Their current marketing agency was not delivering on return on investments, and the cost of outsourcing these marketing effects was becoming too high to not be seeing results.

**Art & Hobby** was looking for a marketing partner that could deliver return on investments, maintain and manage Google Analytics, SEO, and backhouse maintenance by sourcing, uploading, and inputting product descriptions and meta descriptions. They were looking for an agency to become an extension of their company through regular open communication and detailed feedback.

As the pandemic closed brick and mortar stores, the opportunity to utilise the e-commerce site arose.



From the initial meeting with Maven TM we felt we had secured a company that understood our brand and especially retail. Mark, Brian & the team understood our challenges and helped guide our digital strategy towards growing our business online and driving sales through PPC & SEO.

- Josh Fogarty

Digital Marketing Director of Art & Hobby



### CLIENT BIO



Dublin, Ireland



Retailer of art materials, craft supplies, hobby and educational products.



Along with an e-commerce site, Art & Hobby has over 25 stores nationwide.



Long-term partnership with Maven TM having been a client of ours since **July 2020**.



<https://www.artnhobby.ie>

# MAVEN TM

## KEY STRATEGIES



Maven TM focused on three key strategies; Google AdWords through both search and Smart Shopping Campaigns, and back-office maintenance (images, product descriptions, and meta descriptions).



Google  
AdWords



Smart  
Shopping



Back-office  
Maintenance



After auditing the content, we discovered products needed images, descriptions, and meta descriptions.



Due to the missing images, Smart Shopping wasn't performing well. These were identified via the Merchant Centre and were added to increase the number of products offered through Smart Shopping Ads.



Previous campaigns hadn't made use of Google's automation, so we used Smart Shopping and Smart Campaigns to direct customers with targeted, dynamic content.

## RESULTS



15X

Return on AD  
spend

585k

Active users from  
Google Ads

29k

Transactions

914k

Sessions

Notably, Art & Hobby complimented Maven TM on our ability to offer detailed rich reports on a regular basis, with weekly updated meetings that clearly outlined the activities of their campaign.

This constructive line of communication has led to a successful continuous partnership between our companies. A service they had not received with a previous marketing agency.