

# Debenhams

Expanding acquisition  
opportunities at Debenhams



# DEBENHAMS



CASE STUDY

## The Client

Debenhams PLC is a leading international, multi-channel brand with a proud British heritage which trades out of 240 stores across 28 countries. Debenhams is available online in 70 countries and is the 11th biggest UK online retailer by traffic volume.

In the UK, Debenhams has a top four market share in womenswear and menswear it also has a top 10 share in childrenswear. It leads the market in premium health and beauty.

## The Challenge

- Highly skilled internal team who were **constrained by time and resource** to explore all opportunities for growth
- Focus was on a **discrete number of search terms** for the brands and product lines they stocked
- **Lack of search term data** made it difficult for the Trading teams to create demand-led strategies
- Current reporting methods were **time and labour intensive**

## The Solution

Having considered various options and technologies, Debenhams implemented the OneHydra platform. Both teams worked closely together to source and define a keyword set that could allow the retail giant to explore and grow new opportunities for customer acquisition.

A simple set of sources was used, these included:

- The **keyword set** that Debenhams is currently focused on
- An **automated keyword/phrase discovery** from within their own website



## “ Nick Andrews, SEO Manager at Debenhams said



OneHydra makes keyword discovery and categorisation a simple and easy task; this, coupled with the automated data uploads allows me to easily establish our performance at top level as well as within individual product areas all within my customised dashboards. The time saved on reporting will mean more time implementing actionable recommendations and measuring their effect, which means we can deliver enhanced results at the same time as being more strategic.



## The Results

The OneHydra Platform immediately identified new opportunities and expanded the keyword/phrase list that should be targeted by Debenhams five-fold. As the process is automated with the platform, it allows Debenhams to target the areas where it could leverage the greatest success based on the opportunity for eyeballs on search results for Debenhams. Analytics data is also incorporated which confirms the conversion and success metrics for the wider business.

By including these additional keywords and phrases, Debenhams has found an additional 16 million potential searches that it can now target. The OneHydra Platform immediately assigns these keywords to pages and gives the recommendations on what needs to be improved in terms of Accessibility, Relevancy and Credibility for each keyword and page combination. This approach ensures Debenhams can target any problems efficiently and rapidly to boost its search rank performance.

OneHydra has now become central to everything the SEO team does, with the charts and data that OneHydra generates being used for most meetings internally as well as externally. These charts are increasingly used to define the seasonal strategy and steer buying and merchandising teams on stocking decisions,

Prior to the introduction of OneHydra, the Trading teams had always lacked the data to justify the expected demand, but now no-one in the business can argue with nearly a million aggregated keywords to illustrate search trends.

