



Currys

Turning data into actionable insight at Currys



The Client

Currys is the marketing-leading retail brand in multi-channel electricals in the UK, specialising in selling home electronics and household appliances. It is part of Dixons Carphone, Europe's largest specialist electrical retailing and services company.

With a gap in the sector due to exiting competitors, Currys wanted to firmly cement its position as the Number 1 retailer in the online retail arena for white goods.

The Challenge

Currys has over 10,000 products on their site so they required a solution that could help them to scale the amount of keywords they could manage. While Currys has a highly skilled internal SEO team and had recently appointed a digital marketing agency, exploring all opportunities for growth using the traditional SEO approach was impossible.

The home electronics and household appliances is a highly competitive and price-conscious market, where a few key players dominate. To ensure they stayed ahead of the competition, it was fundamental that Currys understood what product and services their customers wanted to assist the trading teams with developing demand-driven merchandising strategies.

The Solution

Having researched various other solutions, Currys chose to implement OneHydra's search marketing technology due to its ability to make effective management of millions of keywords simple and easy, coupled with its powerful visualisation and reporting tools that enable deep interrogation of data.

Automated data uploads created Currys keyword universe by plugging in keyword data from their keyword set, Paid search, an automated keyword discovery from within their own website and OneHydra's repository of 8 million+ keywords.

The Results

Since implementing OneHydra two years ago, SEO has become Currys biggest channel in terms of generating traffic. OneHydra immediately identified new opportunities and expanded the keywords managed from 186,000 to 827,000. SEO Traffic volume has increased by 15.3% in 2013-14, while 'reach' has doubled between May 2012 and May 2014.

Part of Currys SEO strategy was to target additional keywords that were outside of their website content to incorporate into their blog "TechTalk". Extensive keyword research using OneHydra's unique algorithm was able to pinpoint 7677 keywords/phrase relating to comparisons, reviews and technical information.

OneHydra's visualisation tools have enabled Currys to become extremely data focused. The customisable dashboards and reports are the central focus of weekly trading meetings, providing the team with the data they need to monitor and explain changes in sales.



Amish Mehta, SEO Manager at Dixons Carphone said

OneHydra's technology has enabled us to combine all of data and analytics in one place, providing unparalleled visibility into customer and competitor behaviour. We now rely on the reports internally to understand and justify changes in sales patterns, removing any of the guess work that used to be involved. This insight, combined with OneHydra's ability to manage and scale massive keyword sets, has dramatically increased traffic and revenue, successfully cementing our position as the Number 1 white goods retailer.