



# BritishThermals use Google AdWords with Analytics to become a leader in the market

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“...for it [online advertising] to be sustainable you have to refine the results to make sure that you’re getting a decent return-on-investment... AdWords and Analytics allows you to do that.”

**Rishi Thobhani**

Head of Ecommerce  
BritishThermals.com

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## The Company

Based in Leicester, BritishThermals.com has been running under the tagline ‘British Thermals for British Weather’ since they began manufacturing their line of thermal underwear in 1982. Boasting the incongruous accolade of official thermals supplier to The House of Lords, Eastenders and the British Film Industry, this family business has thrived online. While the textile industry in general has seen a sharp decline throughout the region, British Thermals are achieving unlikely success through targeting a niche online market: those seeking genuine British-made underwear. Head of Ecommerce Rishi Thobhani says, “Leicester used to be full of factories, they’d run 24 hours a day. They’re all converted to apartments now. We are not only surviving, we are actually succeeding at a time when other people are struggling. And it’s down to online sales, the strength of our website and the support of Google AdWords.”

## The Challenge

Originally supplying only to retailers and wholesalers, the first direct sales channel was opened in 1999 with the launch of BritishThermals.com. Thobhani created the site while still at university. Although he admits there was a wave of enthusiasm for internet retailing at the time, British Thermals faced a good deal of scepticism about its move online. Thobhani describes the most common reaction as, “who is going to go to your website and buy clothing that you can’t try on?”

## The Approach

BritishThermals.com began with the most fundamental of goals for its AdWords advertising: driving traffic to their site. Over time however, they have learned the tools and techniques that help maximise return-on-investment and streamline advertising. Of particular use was Google Analytics. Thobhani says, “It allows us to not only improve our PPC [AdWords] but it helps our website in general. It allows us to monitor at what point customers entered our site, at what point did they leave and which geographies they came to our site from.”

Using Analytics in combination with AdWords has allowed this small Leicester company to target a global audience with its unique underwear offering. Amongst some of the revelations was that there was demand for British thermals overseas. AdWords hits were being registered as far away as Australia. “We would not have guessed that”, says Thobhani, “We saw what was happening so we set up a new campaign for Australia. It said ‘Delivered directly down under’.” With such information new markets are made. As well as customer acquisition, Analytics has helped with retention.

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## ABOUT GOOGLE ADWORDS

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Google AdWords is the world's largest search advertising programme, currently used by thousands of businesses to gain new customers cost-effectively. AdWords uses keywords to precisely target ad delivery to web users seeking information about a particular product or service. The programme is based on cost-per-click (CPC) pricing, so advertisers only pay when an ad is clicked on. Advertisers can take advantage of an extremely broad distribution network, and choose the level of support and spending appropriate for their business.

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[www.google.co.uk/ads](http://www.google.co.uk/ads)

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By using Analytics reports it was discovered that BritishThermals.com was haemorrhaging customers at the checkout page. The reason? A slow server which delayed the page loading. "It's like having CCTV at the checkout. If they get to a checkout and there's a massive queue they're going to leave." Using the Analytics information, the problem was resolved.

## Results

Using AdWords, BritishThermals.com has profited to the degree that it is now one of the leaders in their field. "AdWords has helped considerably", says Thobhani, "We knew that our product was definitely a winner. The website and AdWords allowed us to spread its reach." AdWords also provides the resources to advertise intelligently. "You can spend a fortune online", Thobhani says, "and you'll get customers coming to your site. But for it to be sustainable you have to refine the results to make sure that you're getting a decent return-on-investment...AdWords and Analytics allows you to do that."

