



DIGITAL

A Harte Hanks Company

Google Shopping: Scale Revenue and Maintain Performance

CLIENT

An online women's apparel company.

CHALLENGE

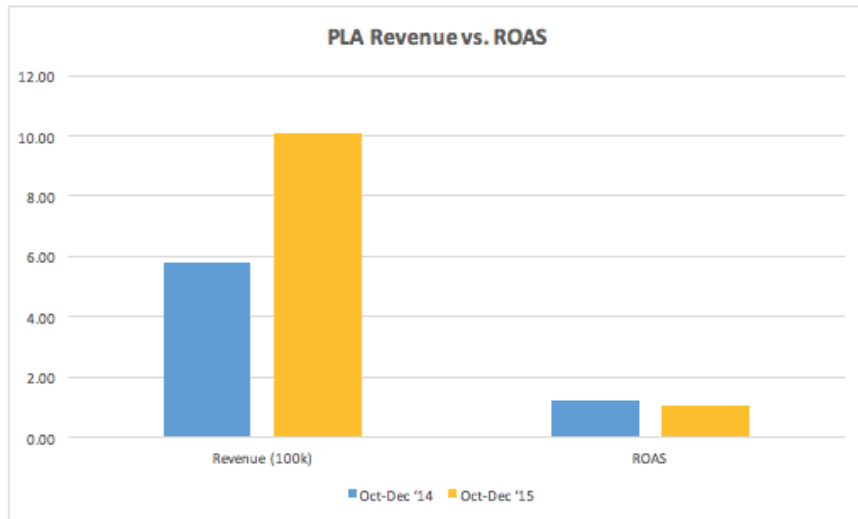
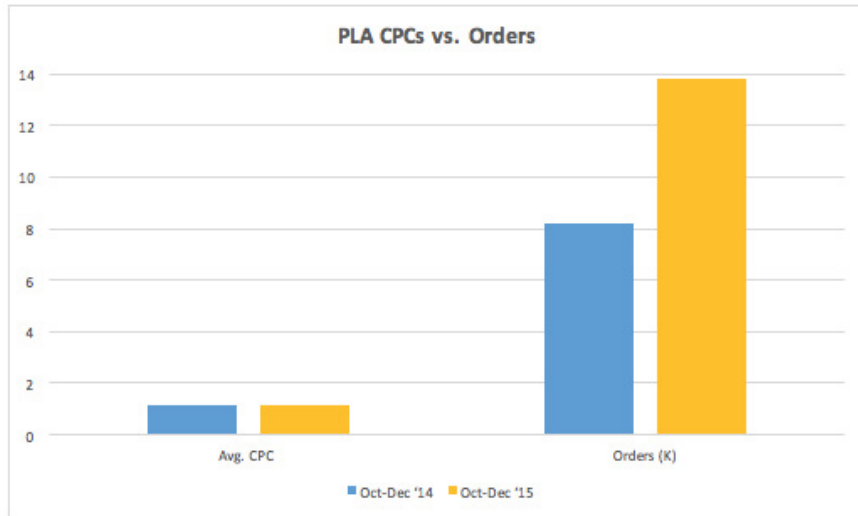
Scale Google Shopping revenue at performance goals.

EXECUTION

In early February of 2015, we began to implement an [Alpha Beta](#) structure for the client's Google Shopping campaigns to gain optimal control of query mapping and bidding for the catalog's most important products. Previously, the campaigns were using a category-based structure with sub-categories as their product groups (examples: heeled boot within the Shoes campaign); this required bidding on product groups as a whole although groups contained many different products that varied wildly in performance.

For the Alpha Beta structure, we determined the Alpha products predominantly on their ROAS performance and their volume via the Item ID report in AdWords. This gave us significantly more control over the most impactful products in our account, allowing us to be much more strategic about where we were pushing spend. Given that the client's catalog has over 50,000 products with new products being added regularly, it has been imperative to regularly analyze for new Alpha candidates to take advantage of the opportunities to push bids as quickly as possible. Product performance is also affected by seasonal trends and inventory levels, so it has been just as important to continually evaluate the products in our Alpha campaign to confirm whether they have lost volume or efficiency to the point where they should be moved out or excluded from the Alpha campaign.

Results



The performance in Q4 2015 (10/4/2015 to 1/2/16) reflects the impact of this change. Despite more than doubling spend year over year (up 109%), we only saw a 14% decline in ROAS, while revenue was up 81% and orders up 68%. The transition to Alpha Beta was impactful on CPCs and CVRs; despite that level of spend increase, CPCs were only up 4%, while conversion rate dropped only 17%. We were able to scale volume significantly for the account, with minimal impact to efficiency in the process.



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