CASE STUDY

Swing Set Mall Increases Return on Ad Spend by 33% Through Google Shopping

SwingSetMall.com

Channel

Google Shopping & Paid Search

Industry

Outdoor Recreation

Target/Goal

Optimize Product Categories & Campaigns

The Situation

Two thirds of all Google search clicks came from Google Shopping in 2018. But for many brands, optimizing Google Shopping campaigns can be challenging, even for the most savvy and veteran retailers. This is especially true due to the constantly evolving nature of a brand's products and the data that supports them.

One of ROI's clients, Swing Set Mall, is a perfect example of this evolution. Founded in 1989, they have grown their catalogue to over 1,000 distinct products. With such a diverse group of products complicating their Shopping campaigns, Swing Set Mall turned to ROI Revolution with a **goal of improving the quality of their product data.**

Opportunity Identified

Once in the account, the team at ROI Revolution detected a series of **untapped opportunities to enhance product categorization and improve campaign architecture.**

"Optimizing your product data can be technical and confusing due to a lack of time and/or awareness. While setting up products that are grouped together with purpose may seem logical, it's difficult for companies to set their website up in a way that produces data that follows that logic," said Brennan Hall, ROI PPC Strategist

The biggest opportunity they found was with product grouping. Many of Swingset Mall's unrelated products had been grouped together, while many others that made sense to fall in the same group were orphaned. This left Swing Set Mall at risk for decreased clicks, missed conversions, and decreased sales volume by serving up ads with products grouped together that didn't make sense, or with the wrong products being displayed altogether.

"Most of the time, companies will simply accept the quality of the product data as is and try to make do with it in whatever state it's in, but **proper grouping is essential for optimizing bid and campaign settings**."

Our Expertise in Action

To be able to improve and optimize Swing Set Mall's product data, the team built out a supplemental feed.

What is a Supplemental Feed?

A relatively new (since mid-2017) option, that allows for additional data to be connected to existing product data. You can quickly append specific products with additional information, without having to update the entire product feed. You can also use supplemental feeds to bulk update any feed attribute.

Our Expertise (Continued)

With a supplemental feed, the team was able to **categorize products based on pricing, conversion rates, and purpose**, so Swing Set Mall would no longer be limited by mismatched product groups and underperforming campaigns.
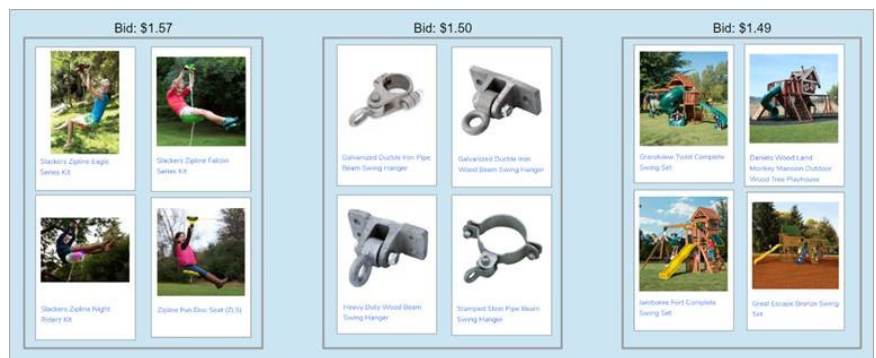
Within a month, the team improved the organization and structure of Swing Set Mall's product data, **resulting in improved Shopping profitability and growth**.

BEFORE

Products are grouped together, receiving the same bid despite differences, and search terms triggering ads can only be seen at group-level

AFTER

Products are broken out independently by differences, allowing for accurate bidding and an understanding of what search terms are performing to help improve overall account performance

Results Achieved

ROI Revolution applied its new strategy using supplemental feeds to Swing Set Mall's account in mid-October of 2018. By mid-November, return on ad spend (ROAS) was up **33% with overall online revenue growing more than 65%**! Additionally, in all of Q4, Swing Set Mall saw a **25% year-over- year (YoY) Shopping campaign spend growth**, while still growing ROAS.

Off-Season ROAS Boost

GOAL

BEFORE = 492% AVG. ROAS

Supplemental Feed Launch

AFTER = 1120% AVG. ROAS