

CASE STUDY



Electronics & Entertainment Brand Improves Conversion Rates by Over 50%

Channel



Google Shopping

Industry



Electronics & Entertainment

Target/Goal



Gain Traction & Scale Profitable Revenue

The Situation

One of our clients, multinational, industry-leading consumer and professional electronics company is consistently innovating new ways to grow stronger brand engagement with their audience. This year, to continue that growth, the brand focused on scalability and display marketing to further increase awareness and reach.

ROI Revolution manages this clients' accounts in seven different Central American countries. While these countries still experience a Cyber 5 similar to the US in November, they also have their own unique "cyber holidays" running in October and mid-November. With high average order values (AOVs) in South America due to increased technology costs, the brand was attempting to further leverage this already saturated market by profitably scaling customer acquisition.

Opportunity Identified

Their Chile brand had their first cyber holiday, Cyber Lune, on October 7th, and their Mexico brand celebrated their country-wide cyber holiday, Buen Fin, from November 15th through November 18th.

In the past, the client struggled to gain traction and scale their profitable revenue during this cyber holiday because they had already maxed out their impression share through standard Shopping campaigns. To focus on increasing profitable customer acquisition, the brand turned to the experts at ROI Revolution for help. The ROI team leveraged Google Smart Shopping's machine learning and automation to enhance the success of the brand's standard Shopping campaigns.

Our Expertise

The ROI team started testing Smart Shopping in all eligible countries mid-Q3 to see what worked best in order to decide how to budget and to give the machine learning enough time to adapt and meet the brand's specific ROI requirements. Starting early in Q3 ensured that everything was ready and ramped up for the accounts by the first day of Q4.

Results



84%

Increased Clicks



105%

Lift in Conversion
Value



36%

Conversion Value
Increase

Our Expertise (Continued)

In October, the ROI team heavily increased campaign budgets and bids to start gaining market share during this highly competitive holiday season. Yet, even with an increased budget for the quarter, the team knew they had to spend strategically to ensure they reserved the bulk of budgets for the actual cyber holidays in South America. Weeks before the actual holidays, they pulled back budgets to allow for optimum traffic during the busiest days.

Equipped with Q3 insights from Google Smart Shopping's machine learning and customer audience data, the client's ads were put in front of the right consumers at the right time when they had the highest intent to buy - something that's challenging to do and predict manually.

"The Dynamic prospecting capabilities of Smart Shopping was massive as that is something very hard to do profitably from a manual standpoint. The new customer acquisition is one of the biggest pulls for Smart Shopping as well." - **Amanda Gerard, Paid Search Strategist**

Results Achieved

By leveraging Google Smart Shopping, the team was able to increase visibility for many of their high-priced products, as well as increase impression share on product types that had previously struggled to get off the ground.

The results speak for themselves:

- Chile **increased clicks over 84%** in Q4, with **more than 2x impressions** for Shopping in general. This led to a **105% lift in conversion value** for their Smart Shopping campaigns.
- For Mexico, Google Smart Shopping campaigns increased **conversion value by 36% over their standard campaign counterparts**, with **overall conversions up 57%**. This led to a 7x increase in click-through rate (CTR) and a **10x stronger return on ad spend (ROAS)**.

The success of the cyber holidays massively increased the brands overall profitability YoY, proving how powerful Google's machine learning and artificial intelligence can be.



roirevolution.com

(919) 954.5955

info@roirevolution.com