

Google Shopping Case Study



THE GOOGLE SHOPPING STORY

Hidepark is a leather garment manufacturer based in Grantham, Lincolnshire. Before coming to Fifteen, they already had a large client base and a successful Google Shopping campaign, but wanted to further improve their results and decrease their cost per conversion. Fifteen set to work optimising the general structure of the campaign. The campaign was originally set with all products within one Adgroup, making it hard to optimise the different product groups.

The objectives



Improve Google Shopping campaign performance



Lower cost per sale

The strategy

We analysed the current campaign and developed a strategy for improving metrics, while decreasing the expenditure of the campaign. Extensive work was done to segment the campaign so that we could manage bids with a large number of attributes. Fifteen were able to gain great results after the first month by utilising the data feed and optimising it for Google.

Results after month one



16%

increase in conversions



43%

increase in conversion rate



4.6%

increase in click through rate

Savings and conversions



23% decrease in spend



decrease in
cost per click



decrease
in cost per conversion

reduction of

£14.40

per conversion

What they say about us

"Since handing our PPC campaign over to Fifteen we have already seen an increase in the amount of queries we have received on our website, and a decrease in the cost per conversion. They've also optimised our Google Shopping ads, and introduced a very successful Remarketing campaign. They are very knowledgeable, professional, and have been a pleasure to work with. I would recommend them very highly."

Ian Blackburn, Managing Director, Hidepark