

CASE STUDY: EXCLUSIVE Increases Revenue and Efficiency by More than 40% for Blauer

Client

Blauer

www.blauer.com

with EXCLUSIVE since April 2017



Background

Competition is high on Google Shopping for merchants selling apparel. In Q2 of 2017, the number of clothing ads on Google grew by 35 percent versus 2016. With increasing competition, generating profitable sales requires a strategy built around in-depth analysis and highly targeted bidding.

“Blauer’s previous product ad strategy lacked the granularity needed to grow sales,” said *John Price, Product Ads Specialist at EXCLUSIVE*. “Bidding was done on the product-category level, and the campaign structure limited visibility. It was clear from the start what needed to happen to bring Google Shopping performance to the next level,”



Recommendation

We recommended a strategy that increased bidding granularity through device-specific targeting, and search query funneling to separate branded traffic and help better identify new targeting opportunities.

Strategy

- **Search Query Funneling:** When we took over management, we analyzed the search query data in Blauer's account to identify trends in high-performing search queries. We found that when customer's searches contained the name "Blauer," they were much likelier to convert. To capitalize on this opportunity, we built campaigns to target these searches with more aggressive bids. Separating this traffic allowed us to focus our efforts on identifying new high-value terms, while expanding Blauer's visibility for non-branded traffic simultaneously.
- **Device-Specific Targeting:** Our initial analysis indicated that while mobile and desktop were valuable and generated conversions, efficiency varied significantly between them, and visibility was limited. Device-specific targeting allowed us to set specific bids based on the device a customer was searching on, while ensuring profitable conversions for Blauer. This structure allowed us to expand visibility across all devices, which ultimately helped drive account growth.

Results

- ✓ In the first four months of management, revenue and return on ad spend both increased more than 40 percent from the previous year, while ad spend showed less than a 1 increase.

This growth on Google Shopping was fueled by a collaborative working relationship between Greg Bogosian and EXCLUSIVE. His industry knowledge coupled with our ecommerce experience has allowed Blauer to compete with the largest companies and distributors.

*All statistics referenced in this study came from historical Google AdWords data for client **Blauer.com** in 2017 and Google's Clothing vertical insights for Q2 2017.*

