



DIGITAL

A Harte Hanks Company

Google Shopping: proprietary hack
for 160% impressions growth and
reduced CPA

The Client

An ecommerce company in the art vertical.

The Challenge

In Google Shopping, there are two main ways to drive up impressions: increase bids or improve the product feed. Our challenge was increasing impressions in the Art category, which is a highly competitive auction and diverse product list. Strict ROAS goals limited bid increases as an option.

Our account was already using standard bid modifiers to improve efficiency; we had also followed the usual optimization best practices of scrubbing and promoting specific products. Even with those changes, year-over-year growth was falling short of the client's goals.

The Solution

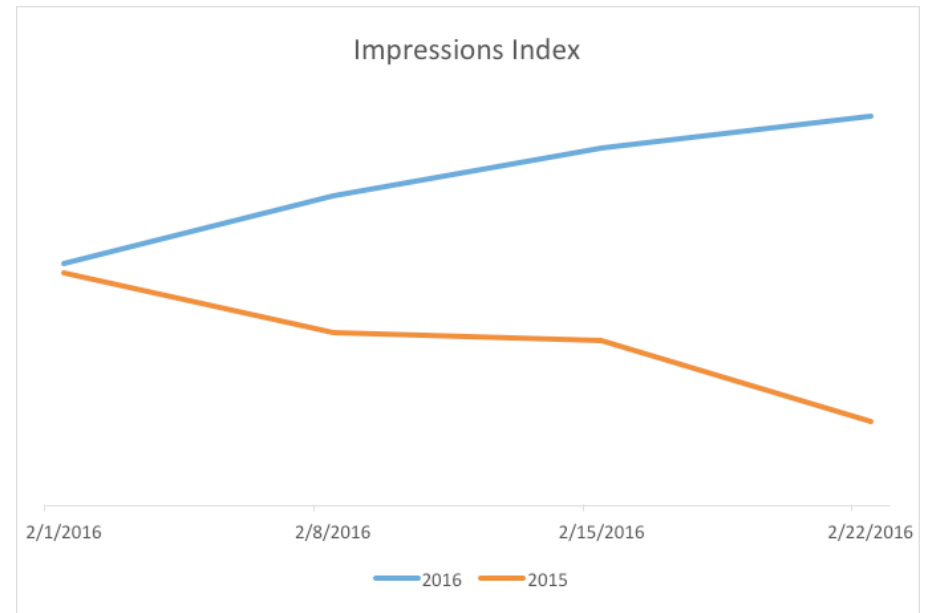
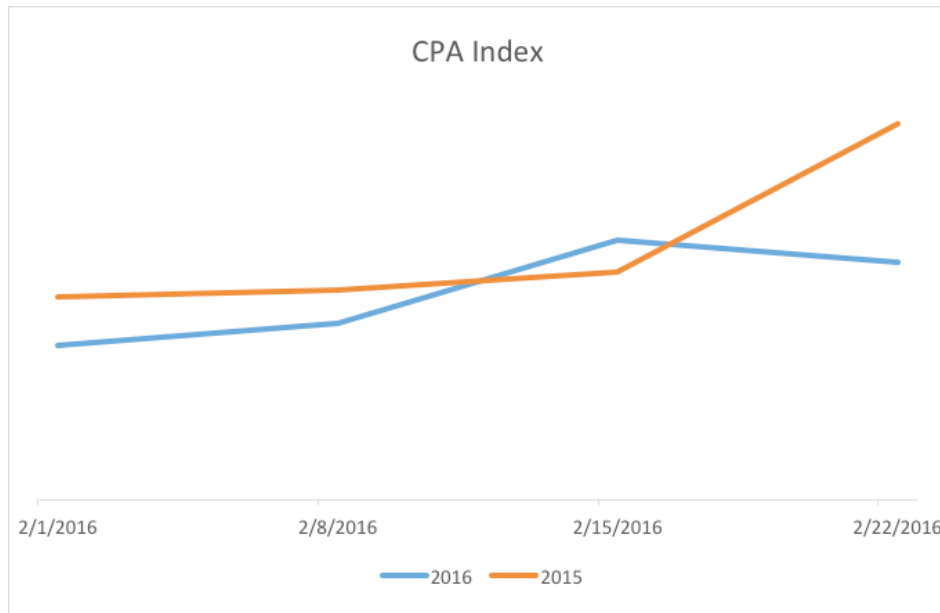
We focused on improving **query mapping**. Google Shopping ads cannot be pointed at specific keywords, which made the initiative more challenge. We created the following five-step solution:

1. Conducted keyword research against the entire category, using:
 - a. SEMRush
 - b. Spyfu
 - c. Google's Keyword Planner
 - d. Winning keywords from Text campaigns
2. Identified the keywords the Google Shopping campaigns were already matching to by using search query reports.
3. Deduped the list of terms we were already matching; the keywords we hadn't gotten impressions for were what remained.
4. Used judgment to identify which keywords/products could be relevant:
 - a. We only applied keywords that represented products that could be purchased.
 - b. We opened up placement opportunities by not restricting matches to one product per keyword.
 - c. We focused on terms that accounted for the highest traffic.
 - d. By matching to high-volume terms, we captured many long-tail terms associated with them. For example, we optimized for Wall Art to capture terms like [City] + Wall Art : "San Francisco Wall Art".
5. Updated the client's feed with those matches; inserted new matches or replaced existing phrases within the Title, Description or both.



The Results

The methodology above helped us take this account from barely achieving YoY impressions growth to hitting over 160% growth while decreasing CPAs by 11%.





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