



DIGITAL
A Harte Hanks Company

Smart Accessory Retailer

275% Conversion Increase with
Google Shopping Optimizations



CLIENT

A manufacturer of “smart” accessories that are waterproof and durable and track sleep, heart rate, and activity 24 hours a day.

CHALLENGE

The manufacturer is a relatively new entrant to the smart accessory market and was encountering challenges in scaling Google Shopping campaigns (CPA was strong, but available impression volume was limited).

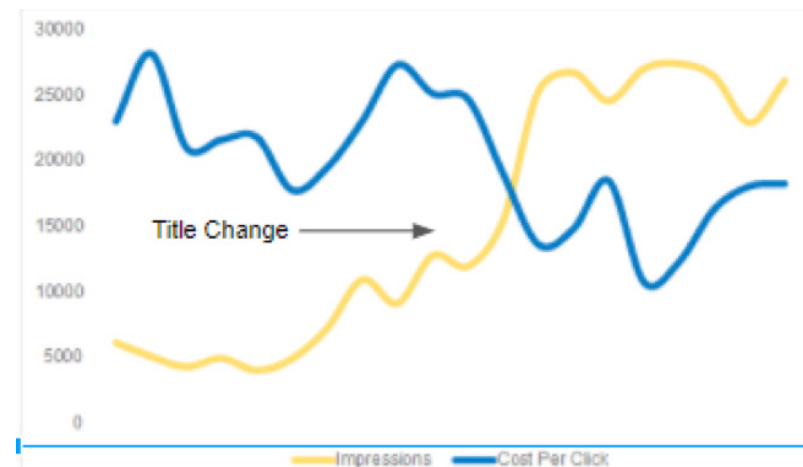
SOLUTION

Using Google Keyword Planner, we reviewed search volume for terms relevant to the product. A synonym for the term we were using had 4x the search volume, so we utilized this in our Shopping titles.

RESULTS

The following chart begins on Sept. 19 and runs through Oct. 8 (post-change results have remained steady), showing the effects of a title change in late September:

- Impressions increased over 236%
- CPCs declined 32%
- CPA dropped 37%
- Overall conversion volume increased 275%





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