

Google Shopping Ads

KEIKO

www.keiko.dog

Clothing and merchandize company for hounds



Client Profile & Background

Situated in the heart of regional Victoria, Australia, Keiko Dogs has carved a unique niche for itself in the pet market. They cater to the discerning hound owners with an exclusive range of Whippet and Greyhound clothing and novel 'Cuddlepillars'. Functioning through a robust e-commerce platform, Keiko Dogs rely on Google Ads to facilitate product discovery, driving a robust web traffic and fostering a thriving community of satisfied pet owners.



Graph Technologies didn't just improve our Google Shopping Ads; they made sure our product got noticed by the right people. What sets them apart is their talent for spotting opportunities that we overlooked in the vast landscape of Google Ads. Our success has skyrocketed thanks to them.

MICHAEL
CO-FOUNDER, KEIKO

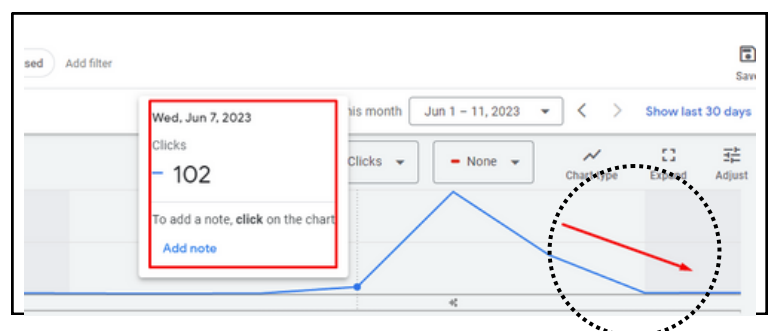
Problems faced by the client

The client launched new products on their e-commerce platform and they listed these new products into their existing Google Shopping Ads. Consequently, visibility for both new and existing products decreased significantly, leading to a 90% drop in traffic and subsequent conversions, jeopardizing the client's sales and revenue.

Objectives

Our primary goals were following:

1. Identify the problems in existing Google Ads campaign that attributed to 90% drop in traffic
2. Increase the visibility of newly launched product
3. Optimize the Ads CPC



A big drop in traffic



Our findings

We found 3 major problems:

- 1. Product Grouping:** In the Google Shopping Ads setup, products are grouped into different categories, and bids are set for these categories. When the new products were added, they were not properly categorized and grouped within the existing campaign structure. As a result, Google's algorithm wasn't able to match these products correctly with user searches.
- 2. Competitive Bidding:** Google Shopping Ads also works on a bidding system. When the new products were added, the client did not adjust their bidding strategy accordingly. This could mean the bids for the new products were too low compared to the competition, so their ads were not being displayed.
- 3. Product Feed Optimization:** Every Google Shopping Ad uses a product feed - a list of the merchant's products and their details. The product feed for the new items was not optimized. That means the product titles, descriptions, and images were not as relevant or attractive as they could be. When users searched for products, these new items were not appearing in the results because they weren't deemed relevant enough.

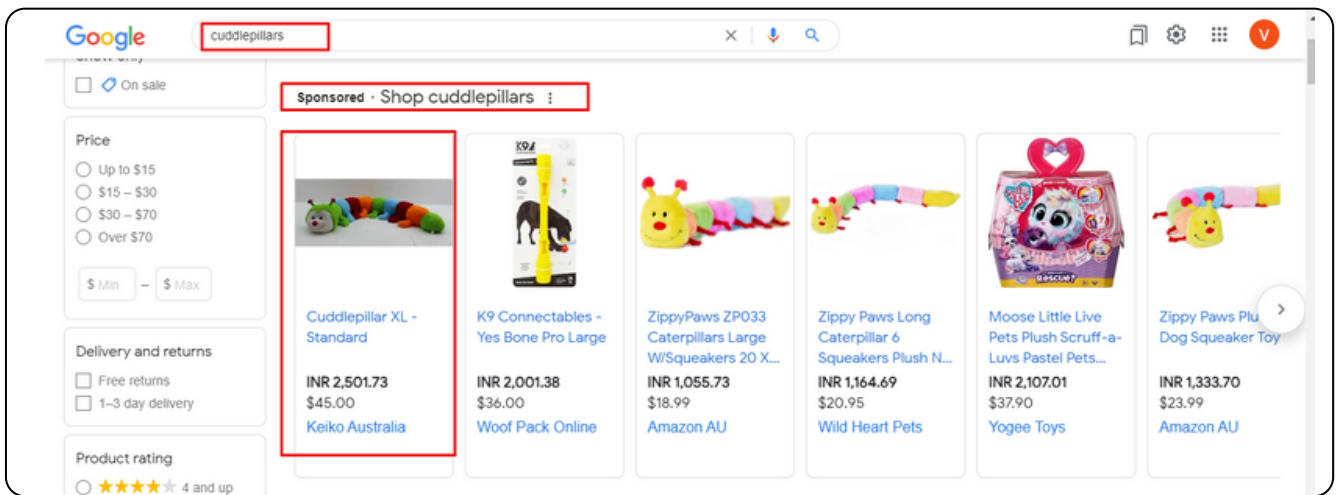
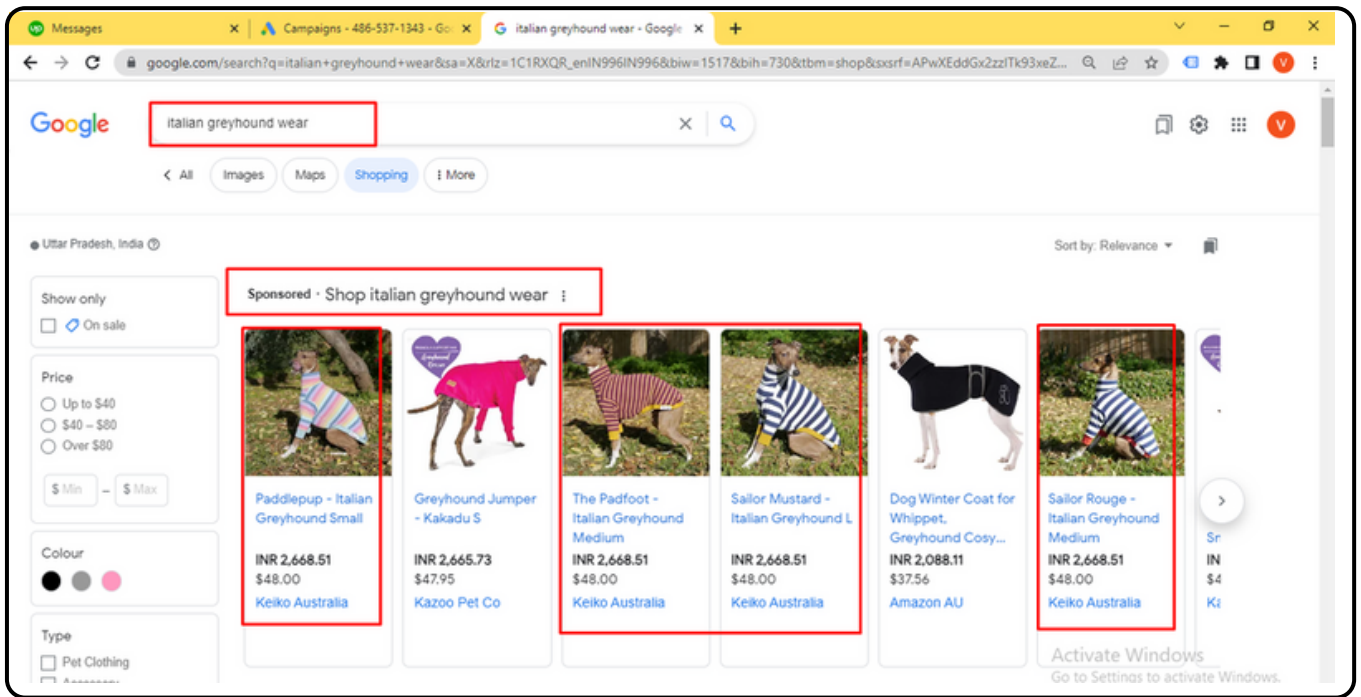
As a result of these issues, the client's products were not appearing correctly or frequently in the Google Shopping ads. This led to a decrease in visibility of their products, resulting in a substantial drop in traffic and conversions on their website.



Our Solutions

These are the steps we have taken:

1. Conducted a comprehensive review of existing campaigns and identified areas of improvement.
2. Rebuilt the campaign structure to align with Google's best practices, segregating products into relevant groups.
3. Adjusted the bidding strategy to make it competitive and appropriate for each product group.
4. Optimized the product feed by improving product titles, descriptions, and images to increase the relevancy of the ads.
5. Ensured the products started appearing correctly within Google Shopping Ads listings, which led to an increase in traffic and conversions.



Their product started featuring in top results after our work



Insights

- Regularly reviewing and updating Google Ads campaign setup, especially when adding new products, is critical to maintain visibility and performance.
- Proper campaign structuring and adherence to Google's best practices can help avoid potential issues and optimize visibility and performance.
- Continuous campaign optimization, including product feed updates and constant campaign monitoring, is crucial for maintaining effectiveness.
- Managing Google Shopping Ads is a dynamic process requiring regular updates and continuous effort to ensure optimal outcomes.

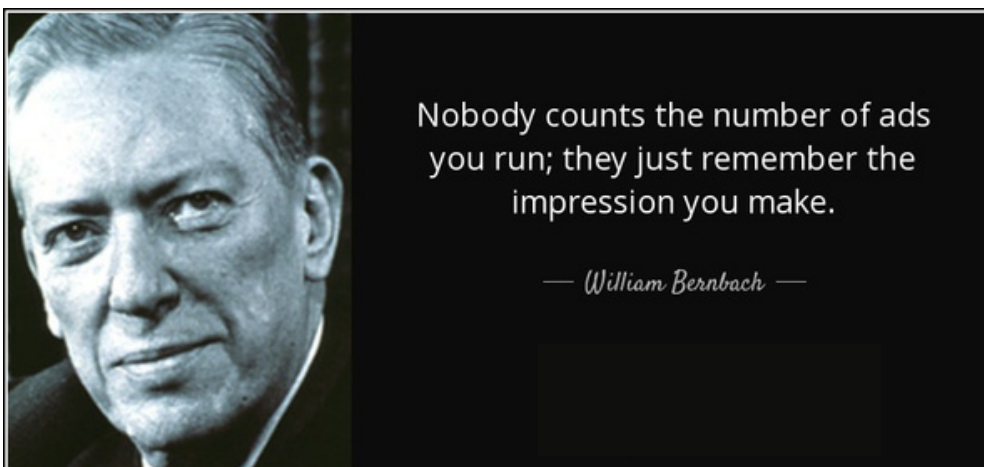
The Results



It seems their new products were very apt for hound owners , and when they started seeing these products availability in Google Searches, everything fell into place

Our efforts led to impressive results :

- 1.Improved product visibility:** Our new campaigns have ensured accurate representation and increased visibility of our products within shopping lists. This has resulted in a significant 40% boost in product views compared to the period before 90% drop.
- 2. Increased website traffic:** The revamped campaigns and enhanced product visibility have directly led to a substantial 50% growth in website traffic. This surge indicates higher engagement and interest from potential customers.
- 3. Regained conversions:** Through tailored messaging and optimized campaigns, we have successfully recovered lost conversions, witnessing an estimated 30% increase compared to the previous period.
- 4. Better return on Ads Spend (ROAS):** The improved campaign performance, regained traffic, and conversions have yielded a positive ROI growth of approximately 25%.
- 5. Strengthened market presence:** The execution of the new campaigns has strengthened client's market presence, with an estimated 20% growth in brand recognition, thanks to increased visibility, traffic, and conversions.



info@graphtechnologies.com



www.graphtechnologies.com