

A man with a beard and glasses, wearing an orange button-down shirt, is looking at a tablet computer. He is in an office environment with a wooden cabinet and a stack of papers in the background. The image has a dark blue overlay at the bottom.

# GOOGLE SHOPPING:

## A SIGNIFICANT LINE OF REVENUE FOR MY BUSINESS

A Collection of Retail Success Stories

 cpcstrategy

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# Introduction

In 2017, Facebook and Google are predicted to make \$106 billion from advertising, that's almost half of the world's digital ad spend.

Although there are still many companies running rudimentary Shopping campaigns, more and more are understanding how important Google Shopping is to their business and their overall success with traffic generation.

According to the 2017 Internet Trends Report, Google Product List Ads (PLAs) are now responsible for over 50% of the paid traffic going to retail websites.

If retailers want to thrive in the growing competitive Shopping landscape, it is essential to implement a unique approach to PLA campaign structures & advertising techniques.

As an agency managing Shopping for hundreds of businesses, we've seen a direct impact on our clients growth due to our advanced Google Shopping management tactics.

In the following guide, we share some of our recent Google Shopping client success stories across multiple verticals including apparel, jewelry, home improvement, automotive, and industrial goods.



If you would like to learn more about how we leverage Google Shopping campaign structures, advanced RLSA tactics, CRM data, and an overall glimpse into 2016 Google Shopping data and trends, definitely check out: [The 2017 Google Shopping Guide](#).



# How Google Shopping Became a New Line of Revenue for Invicta Stores



# How Google Shopping Became a New Line of Revenue for Invicta Stores

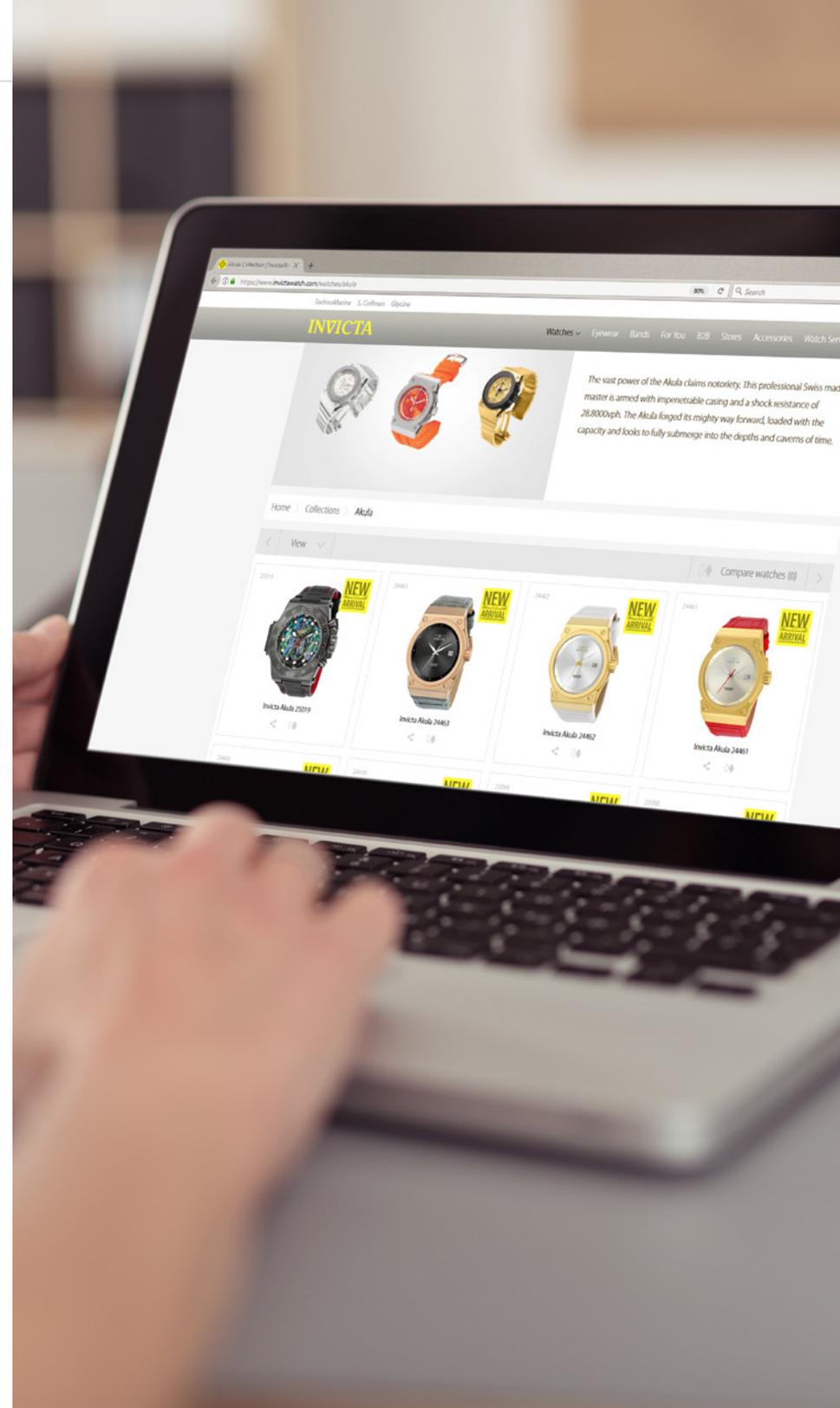
Invicta Stores partnered with CPC Strategy just prior to the Q4 holiday shopping season to increase revenue and drive awareness to their online store.

Invicta Stores carries an exclusive line of watches for men and women. Founded in 1837 in Switzerland, Invicta is led by innovation and renowned for their brand quality.

According to James Martinez, E-Commerce Manager at Invicta Stores, the establishment of [Google Shopping efforts](#) last year led to significant growth for the company as a whole.

Working with CPC Strategy also allowed Invicta to redistribute their focus, tackling other areas within the company.

We spoke with Martinez, to discuss Invicta's recent success and why he felt it was so important to invest in Google Shopping and build out the ecommerce side of the business.





## Why did Invicta Stores decide to invest in Google Shopping?

Martinez: When I joined Invicta (about 9 months ago) the ecommerce site wasn't selling that much. I started updating the catalog and our online advertising efforts, which was really important because our customers want the most up-to-date watches.

I also started to focus on Facebook ads and [email marketing campaigns](#). I saw how our online customers were reacting (and growing) that's when the ecommerce side of the business started to take off.

I was managing our PPC efforts by myself, but what I discovered was – managing PPC efforts is a full time job. I can't just sit there and look at AdWords all day and only manage that one side of the business because there are so many other aspects that I need to focus on.



GABRIELLE UNION  
FOR INVICTA

Gabrielle Union  
for Invicta



At the time, I was working for Invicta for about 4 months and I knew I had established a solid foundation, but I also knew that we would need to partner with professionals in the industry in order to reach our goals.

In September 2016, we teamed up with CPC Strategy's experts to establish Google Shopping efforts and take Invicta's PPC efforts to the next level.

Below, Dean Lee, Retail Search Manager at CPC Strategy outlines how he worked in conjunction with Martinez to meet 2016 objectives including: drive traffic to Invicta's ecommerce store, increase order volume, and grow revenue via Google Shopping.



**Dean Lee**  
Retail Search Manager  
CPC Strategy

## Goal 1: Drive Traffic to Ecommerce Store

Invicta wanted to improve their ecommerce presence & expand their customer reach.

They knew in order to do so, they would need to establish advanced Google Shopping campaigns to increase product discoverability and drive conversions.

Previously, they were running trademark campaign and remarketing campaigns, mixed with a few light text ad campaigns based on their most popular collection.

From there, we integrated Google Shopping, which became a significant channel to expand Invicta's reach and grow their user base.





## Goal 2: Increase Order Volume

We also built out Dynamic Search Ads based on collections and implemented Dynamic Remarketing campaigns – targeting page viewers and cart abandoners to increase traffic and order volume.

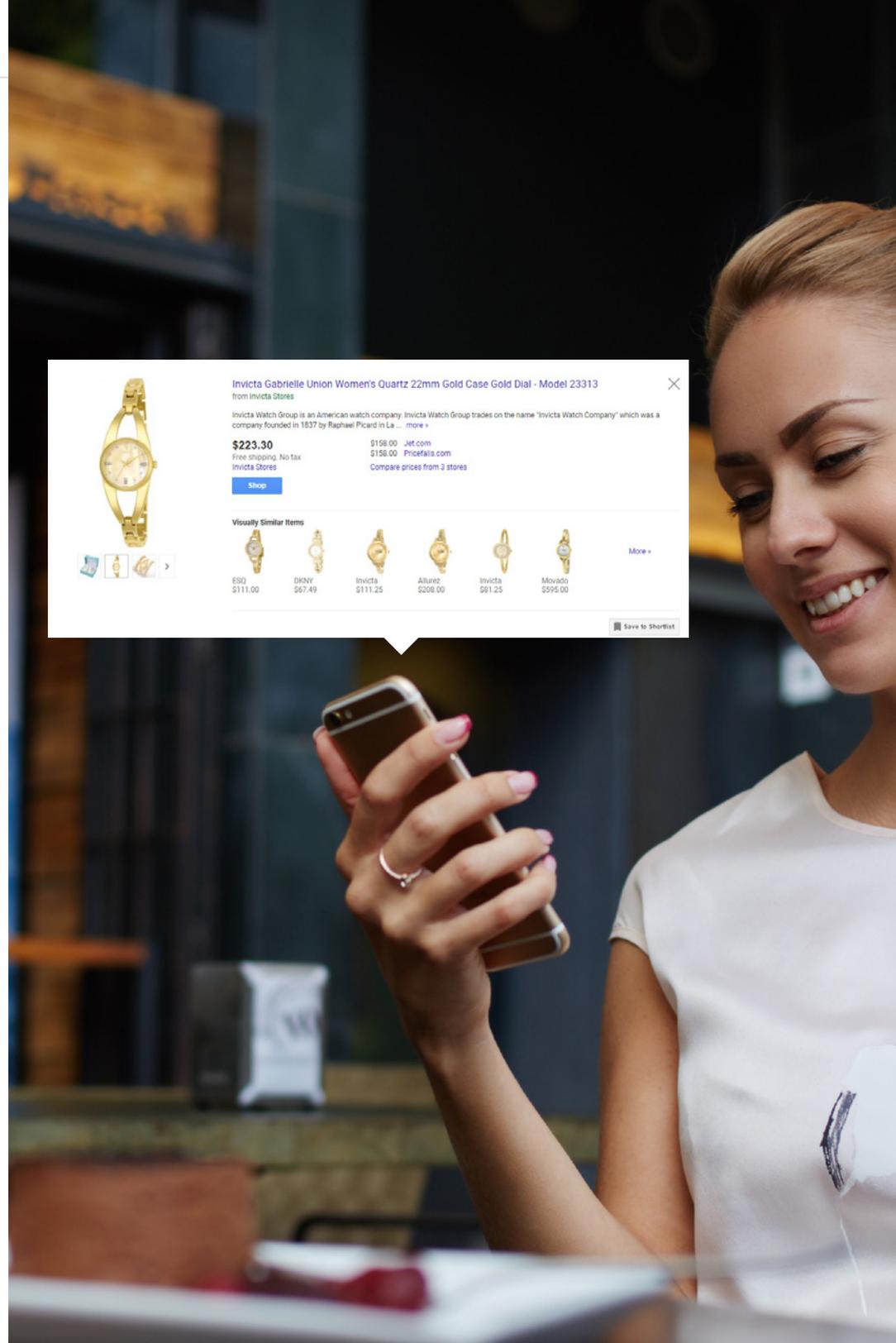
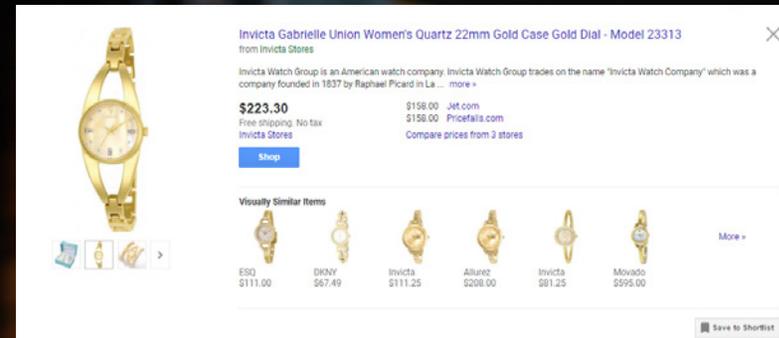
## Goal 3: Revenue Growth via Google Shopping

In addition to improving awareness of their online store, Invicta also wanted to increase revenue.

We implemented [ISO™ Campaigns](#), a way to leverage priority settings and negative keywords to isolate and allocate more aggressive bids and budget to certain high value searches.

This advanced strategy gives advertisers more control over which search queries their products show up for. It also allows them to isolate and dedicate budget to search queries that historically convert well.

Ultimately, CPC Strategy was able to successfully serve as an extension of Invicta's in-house team, allowing them to focus on other aspects of their business including site optimization & [email marketing](#).





## How has Google Shopping impacted your business?

Martinez: We've grown so much that we've had to hire more staff to keep up with the volume.

Once we were able to take care of things on the PPC side of the business (increasing traffic & conversions), I was able to improve our email marketing efforts, work more closely with my staff, and focus on long term growth opportunities for Invicta Stores.

Since expanding our Google Shopping efforts, our improvements have brought a lot of attention to the ecommerce side of the business.

Now Invicta's board is investing more in that department because it had the highest growth last year. We are now exceeding our goals for the first time, which is fantastic!

In 2017, I'm focusing on the implementation of our new web design & ecommerce platform to ensure a better experience for our customers.

I'm also researching email automation marketing platforms – so we will be able to target cart abandoners with recovery emails and get them back into our funnel.





Overall, Invicta's ecommerce business has improved drastically since partnering with CPC Strategy.

Now, our customers are able to find us a lot easier, which was something that we needed. Invicta is a very popular brand (known worldwide) but we were missing out on a huge chunk of our customers because they weren't able to find us online.



NTX Tools Increases

Overall Online Transactions 120%



# NTX Tools Increases Overall Online Transactions 120%

Founded in 1994, [Network Tool Warehouse](#) is one of the leading providers of automotive, industrial and DIY tools in the nation.

They offer items from more than 120 vendors and ship from stocking warehouses located across the country in OH, PA, MD, MA, GA, IL, MO, TX, and CA.

[NTXTools.com](#) teamed up with CPC Strategy in November 2016 to improve their paid advertising efforts.

In less than 6 months, the company was able to significantly improve their Google Shopping efforts thanks to an increase in traffic, average order value, and revenue.



## The Results

Period Analyzed: (Nov. 15, 2016 – March 30, 2017) vs.  
(Nov. 15, 2015 – March 30, 2016)

- ✓ +189% AdWords revenue
- ✓ +33% average order value
- ✓ +79% overall online revenue
- ✓ +120% overall online transactions
- ✓ +125% overall traffic

We sat down to Michael Dimick, COO at NTX Inc. Coastal Tool Supply to discuss his company's recent success.

### Q. Why did NTX Tools decide to team up with CPC Strategy & what were your company's objectives at the time?

Essentially, when we teamed up with CPC Strategy we didn't know that much about Google Shopping. In many ways, we were paint-brushing over all of our products. But we knew we wanted to partner with someone who was educated in the Google Shopping space, so we started to put our feelers out.

That's when we connected with CPC Strategy (through an SEO agency) and ever since, the sky has been the limit.



**Michael Dimick**  
COO  
NXT Inc.





## Q. How has working with an agency impacted your business?

So far, it's definitely had a positive impact on our business. Working with CPC Strategy has allowed us the opportunity to better understand our target market. Now, we can concentrate on the markets that we know we can excel in and avoid wasting time and efforts in places that don't perform as well.

Having somebody that understands how to handle & analyze our feed has been extremely helpful to us. What CPC Strategy can do in a couple days total – would take three of our own employees over a week to work on. That alone has already saved us a lot of time and effort.





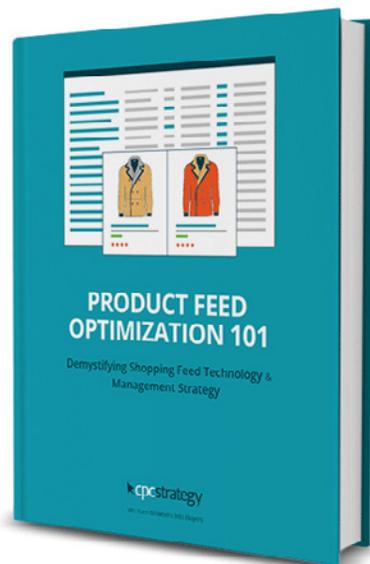
**PROTIP:** Understanding the Product Feed.

A [product feed](#) is how a retailer communicates their inventory to a given product advertising channel. Shopping channels like Google will cross reference this data with shopper search queries and your bids to determine ad visibility.

While most marketers understand the importance of uploading feeds – it’s often lost how critical it is to optimize the feed data and sync it with a comprehensive Google Shopping strategy.

At CPC Strategy, we understand that the product feed is often one of the most overlooked aspects of effective product advertising due to its technical, often tedious nature.

There’s little information available around feed management strategy and feed technology can be underutilized from not knowing what it can actually do. Despite all this, product feeds remain the critical foundation to any successful product advertising channel – especially Google Shopping.



Want to learn about our feed management services or how to improve your current efforts?

Check out our recent guide: [Feed Optimization 101: Demystifying Shopping Feed Technology](#)



## Q. Since teaming up with CPC Strategy, which areas of the business have improved the most?

Since we teamed up with CPC Strategy, we've seen huge growth in our PPC efforts. The sales that are coming through overall online transactions has grown exponentially. We're at 30:1 return on investment, which is huge.

Our biggest goal was to increase volume (and stay at that 30:1 return).

Working with CPC Strategy has also allowed us to clean up the imperfections in our data tracking. We've learned a lot and now we know how to tailor our catalog so that Google likes it.



### AC Delco 8V 3/8in Li-Ion Impact Wrench (Bare Tool)

from NTXtools.com

ACDelco · Wrench · Cordless · 8 volt · Lithium-ion · 3/8 inch · 1.9 pound

AC Delco ARI810 Li-ion 8V 3/8in.

**\$62.39**

+\$9.29 shipping. No tax

NTXtools.com

★★★★★ (1,012)

Shop

\$54.74 Wikibuy.com

\$57.77 ToolPan.com

\$54.97 Summit Racing

Compare prices from 10+ stores

Related items

Save to Shortlist



## Q. Does working with an PPC agency allow you to focus on improving or expanding other aspects of the company?

It's definitely freed up our staff from having to take care of the feed. Prior to working with CPC Strategy, we weren't managing our feed on a weekly basis. We were only managing our feed quarterly.

## Q. Are there any upcoming goals or projects that NTX Tools is excited about in the year ahead?

We're going to expand our live inventory function over the next quarter, along with adding more information for our customers (to include order item numbers and low pricing).

We're also adding new vendors daily. We've already brought on some of the biggest names in air conditioning and automotive.

Reviews are also a huge component for our consumers, especially the target demographic that we focusing on.





## Q. What advice can you offer to businesses who are considering working with a PPC agency?

CPC Strategy is helping us to open up a lot more sales than we've ever had before. So my advice to them would be – take a chance.

You've got to spend money to make money and sometimes you need to step outside of your comfort zone in order to realize what you don't already know.

"NTX Tools is a success story for CPC Strategy because Michael and I keep an open line of communication," Adam Harms, Retail Search Manager at CPC Strategy said

"I'm always in the loop when they're running a promotion or want to be more aggressive on a particular product type or brand. Helping us understand your business better can result in very impressive results. I'm excited to see how much more we can grow with NTX going forward."



**Adam Harms**  
Retail Search Manager  
CPC Strategy



Vuori Increases Sitewide Revenue Growth 376.43%  
via Google Shopping & Facebook Advertising



# Vuori Increases Sitewide Revenue Growth 376.43% via Google Shopping & Facebook Advertising

Vuori is an online retailer for high performance apparel inspired by an eclectic coastal California lifestyle that integrates yoga, surf, sports, music, and art. The company was founded in 2014, when pro-skateboarder Chris Miller and Joe Kudla couldn't find the performance clothing they actually wanted to wear.

Vuori is now considered one of the leading active lifestyle brands in California, largely due to their reputation for high-quality products and their strategic branding efforts.

As an emerging retail brand in the active lifestyle market, Vuori was extremely eager to acquire new customers, build their brand awareness, and increase sitewide revenue.

Vuori teamed up with CPC Strategy in April 2016 to improve their Facebook and Google Shopping advertising efforts. We worked closely with Vuori's team to establish a holistic marketing plan to optimize their online ad campaigns across multiple selling channels.





## The Results:

Time Period:

Jan 2015 - March 2016 (prior to CPC Strategy management)

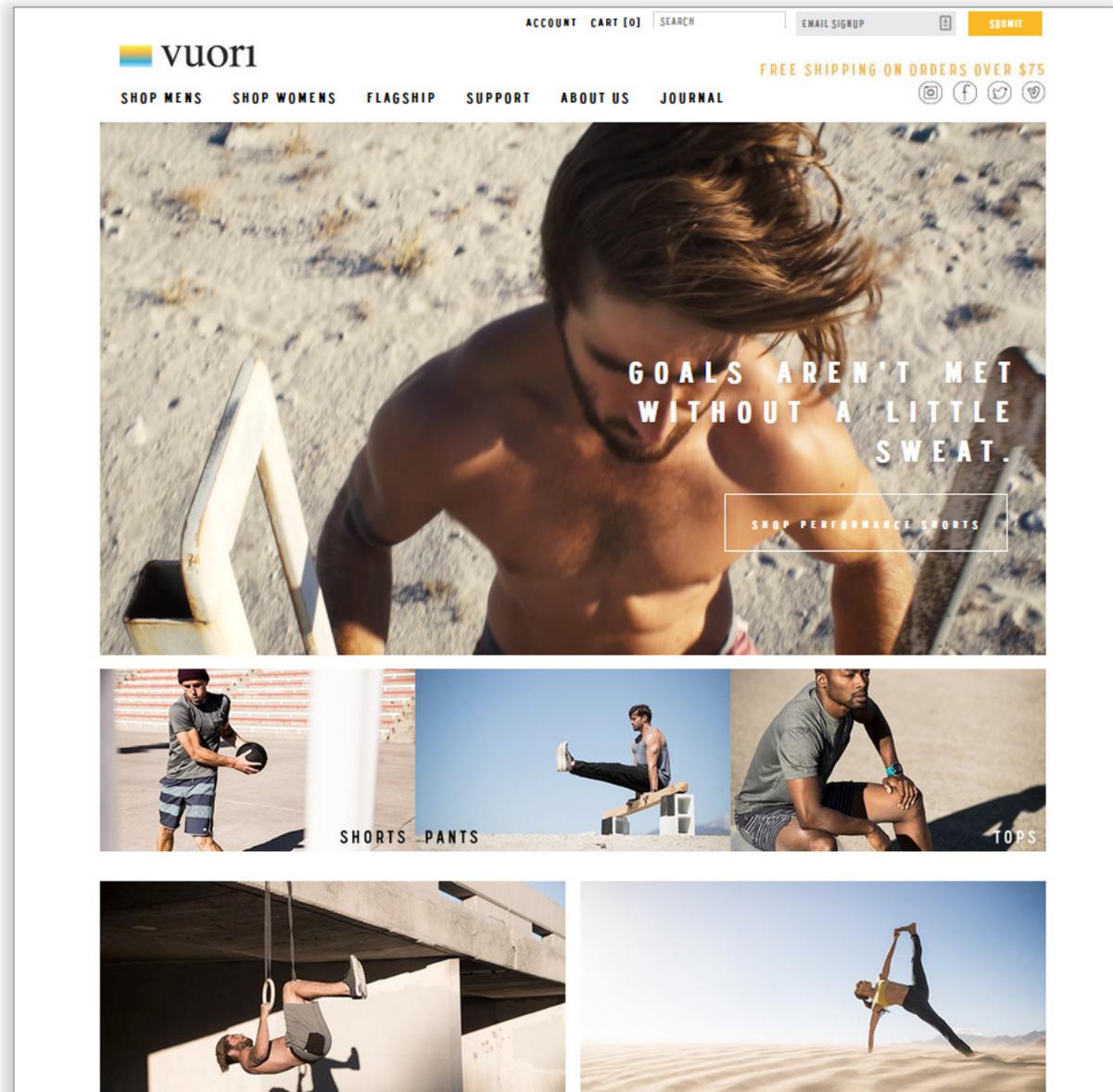
April 2016 - May 2017

Sitewide (including Facebook & Google Shopping)

- ✓ + 376.43% Increase in Revenue
- ✓ + 332.63% Increase in Orders
- ✓ + 124.79% Increase in New Users

Facebook Advertising (only)

- ✓ + 219.40% Increase in Facebook Revenue
- ✓ + 112.77% Increase in Facebook Sessions
- ✓ + 131.05% Increase in Facebook Email Sign Ups





## Goal 1: Increase Online Revenue

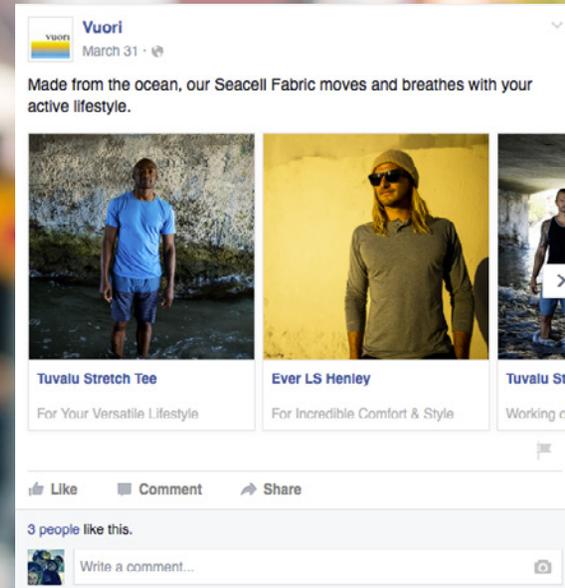
One of the main challenges for Vuori was that they were not optimizing their advertising strategy on Facebook. Although they were running paid Facebook ads prior to CPC Strategy's involvement, they were not leveraging advanced targeting and display capabilities to increase conversions.

To grow revenue and fine tune their Facebook advertising strategy, our Social, Google Shopping and Technology Department met regularly to design conversion-focused ads – geared towards generating sales.

We integrated their Google Merchant Center feed to Facebook Dynamic Ads, which allowed Vuori to target specific audiences based on actions they took on the Vuori website (for example, adding a product to cart or checking out a specific product page). With Dynamic Ads, Vuori was able to promote relevant items to potential customers across multiple devices through an automated process.

The introduction of Dynamic Ads helped to close the loop, create more conversions, and turn Facebook into an impactful ecommerce channel for Vuori's business.

As a result, we saw a 219.40% increase in Facebook revenue, a 37.44% increase in Facebook (GA) conversion rate, and a 192.44% increase in Facebook (GA) transactions.





## Goal 2: Acquire New Customers

Before Vuori partnered with CPC Strategy, their Google Shopping efforts were fairly limited by their simple campaign structure. There was no brand vs. non-brand segmentation, which prevented them from being able to dedicate budget to strategically acquire new customers at a measurable return.

We were able to significantly optimize Vuori's Google Shopping strategy by implementing our ISO™ campaign structure, which allowed Vuori to acquire new users at scale.

On the social side, our Facebook team began testing new creative against different audience segments and taking action to improve Vuori's prospecting and CRM efforts. Approximately 15 months after joining CPC Strategy, Vuori was able to increase their new email sign ups by 131.05%.

We also implemented our [Facebook Creative Report](#), which is basically a deep dive into Vuori's advertising data based on a specific time period. This report allows us to analyze how the current creative is impacting the entire account so that we can make better recommendations to Vuori on upcoming creative.

"CPC has been instrumental in helping us reach and convert our target customer across various platforms. With their expertise and guidance we have seen a tremendous increase in site traffic, email capture, general brand awareness in the market, and a solid ROI across all marketing campaigns. Everyone on the CPC team is invested in the success of our business. It is a pleasure partnering with them " - Nikki Larson Sakelliou, VP of Marketing at Vuori, Inc.



REEF Increases Google Shopping  
Transactions by +425%



# REEF Increases Google Shopping Transactions by +425%

REEF was founded in 1984 by Fernando and Santiago Aguerre, entrepreneur brothers from South America with a love for surf, travel, adventure, and a passion to create a high-quality active lifestyle sandal.

Now 30 years later, the company is the global surf lifestyle leader. REEF draws on the spirit of the globe-trotter & adventure seeker to offer casual lifestyle footwear for men and women, as well as apparel for men that combine function and fashion for the outdoor-minded consumer.

REEF joined CPC Strategy in February 2016 with the objective of acquiring new customers, increasing reef.com e-commerce revenue, and improving brand awareness.

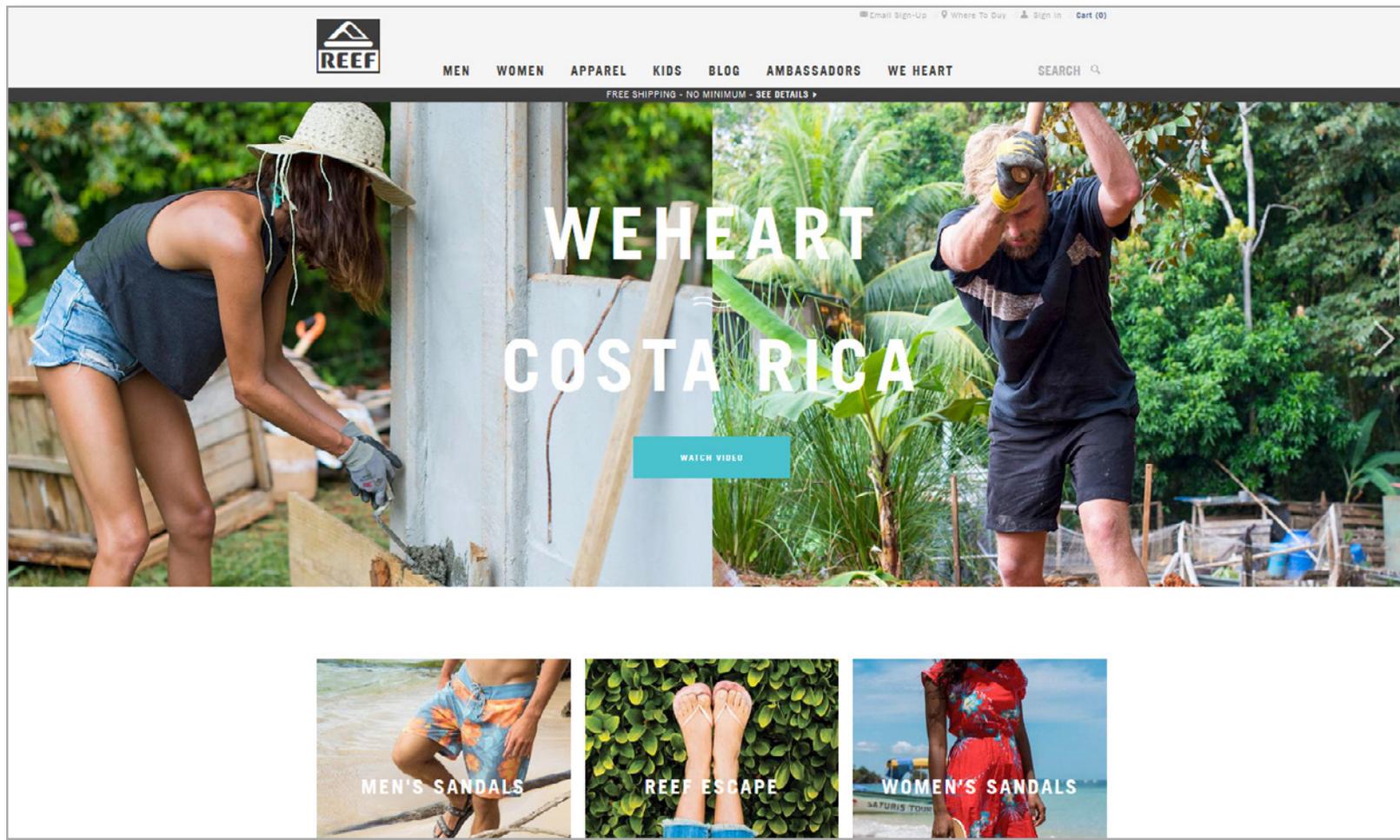


## The Results

Period Analyzed: (6/1/2016 – 2/28/17) vs. (6/1/15- 2/28/16)

\*6/1/16 is when CPC Strategy switched to their ISO™ strategy

- ✓ 263% Increased YoY Google Shopping Conversions
- ✓ 424% Increased YoY New User Transactions From Google Shopping
- ✓ 245% Increased YoY Google Shopping





## Goal 1: New Customer Acquisition

Before REEF partnered with CPC Strategy, their Google Shopping strategy was primarily focused on capturing branded traffic through their simple campaign structure. There was no brand vs. non-brand nor device segmentation which prevented them from being able to dedicate budget to strategically acquire new customers at a measurable return.

We were able to significantly optimize REEF's Google Shopping strategy by implementing our ISO™ campaign structure, which allowed REEF to acquire new users at scale.

## Goal 2: Increase Sales Revenue

In addition to expanding to new customers, REEF was also faced with an aggressive revenue goal. In our experience, we've seen significant success with device and brand segmentation. What this means is we were able to segment by device (mobile vs. desktop) and brand vs. non-branded search terms.

By segmenting campaigns this way, REEF was not only able to see how their brand vs. non-branded campaigns were performing, but also how to segment their budget accordingly rather than blanket bidding across all devices.





### Goal 3: Improve Brand Uplift

A secondary effect to new customer acquisition and revenue growth was an improvement in brand uplift. Brand uplift is an increase in the interaction with a brand as a result of an advertising campaign, and is primarily used to identify a positive shift in customer awareness and perception. Retailers use brand uplift strategies to build up their presence in the market.

Overall transactions were up 46.84% YOY, which serves as a testament to REEF's increased focus on non-branded traffic and upper funnel efforts. By optimizing their Google Shopping efforts we were able to combine prospecting, new customer acquisition, and brand building all into one effort, which allowed REEF to grow revenue with minimal loss in ROAS efficiency.

"With the ever-changing landscape of online commerce, it is mission critical to partner with an agency that understands your brand and your goals. CPC Strategy has been a main driver to unleashing our business's success both in new customer acquisition and overall online revenue growth. I've been working with agencies for over a decade and have never worked with such a dedicated team of experts who are passionate about the industry like the team at CPC Strategy. Top notch talent!"



**Jessica Levens**  
Director of Ecommerce  
REEF



# Final Thoughts & Resources



# Final Thoughts & Resources

As we've seen in the success stories listed, we've been able to help retail brands not only gain new customers, but better segment and manage their Google Shopping campaigns to improve their overall volume, transactions and revenue.

Regardless of your company size, retail brands who are not leveraging advanced Google Shopping tactics will not be able to keep up with their competitors in Q4 this year.

It's essential to invest and optimize your campaigns now, rather than later.

If you would like to learn more about how to start implementing advanced Google Shopping best practices, we've compiled a list of additional resources including video and blog articles on the right:



Video: [The Google Shopping Ad Strategy Video Guide](#)



Blog Post: [How We Prepare Our Google Shopping Clients for Q4](#)



Study: [Mobile Performance on Google Shopping](#)



What Now?

# Schedule your Google Shopping Evaluation

CPC Strategy's Shopping Evaluation is a complimentary 60-minute analysis and assessment of a retailer's existing Google Shopping & AdWords campaign architecture, targeting settings, product feed, product pages, and profitability metrics.

[SCHEDULE MY EVALUATION](#)



We Turn Browsers Into Buyers