

## ToolKing.com boosts site traffic, conversion rate, average sales with PLAs on Google Shopping



### At a Glance

#### Goals

- Capitalize on all advertising opportunities
- Increase website traffic
- Maximize online ROI

#### Approach

- Launched a PLA campaign on Google Shopping

#### Results

- Increased traffic 50+ percent
- Increased conversion rate 50+ percent
- Increased average order value nearly 15 percent
- Reinvigorated online sales of “dead items”

Headquartered near Denver, ToolKing.com is an Internet Retailer 500 company, offering tools, hardware, home-improvement items, outdoor goods, and more across multiple e-commerce channels. It sells more than 120,000 products online. To capitalize on every advertising opportunity, ToolKing.com began using Google Product Listing Ads (PLAs) on Google Shopping.

### Google Shopping and PLAs

ToolKing.com had little previous experience with PLAs. Aided by partner ChannelAdvisor, the company embraced the ad format in 2012 as a crucial e-commerce tool. “We have been using Google since the Froogle days. Although we were aware of PLAs, we did not make them a priority until ChannelAdvisor made it clear that they’d be the only way to go on Google Shopping,” says Ben Skigen, ToolKing.com e-commerce director. “We quickly realized that the transition to Google Shopping was a great opportunity for us,” Skigen adds.

ToolKing.com’s data feed to Google Shopping includes all of its products. After testing, the company lowered many PLA bids, so that non-performing items appear low in search-query results or don’t appear at all. Using ChannelAdvisor technology, ToolKing.com assigns products to various PLA target groups, based on pricing, availability, and other factors. It optimizes bids for each target group to drive additional traffic.

“ChannelAdvisor made it easy for us to get 100 percent of our catalog listed in Google Shopping,” Skigen says. “Given the results we’ve seen so far, we’re not shy about investing more into PLAs. Looking ahead, we will continue developing our bidding algorithms to maximize our ROI.”

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 —Ben Skigen, e-commerce director, ToolKing.com

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### Driving higher traffic and conversions

“We are seeing amazing results with Google Shopping, and PLAs are already becoming our highest-priority marketing channel,” Skigen says. “As we’ve figured out and refined our bidding strategy, we’ve observed an increase in revenue and a decrease in cost per conversion. We like that.”

ToolKing.com’s traffic and conversion rates both have risen more than 50 percent. The company also has reinvigorated sales of thousands of

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## About Google Shopping

Google Shopping is a new experience for finding, researching, and discovering where to buy products online and nearby. Google Shopping includes new features designed to make shopping even more intuitive, beautiful, and useful on [google.com](http://google.com) and [google.com/shopping](http://google.com/shopping).

For more information, visit  
[www.google.com/ads/shopping](http://www.google.com/ads/shopping)

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## About Google AdWords

Google AdWords is a performance-based advertising program that enables businesses large and small to advertise on Google and its network of partner websites. Hundreds of thousands of businesses worldwide use AdWords for text, image, and video ads priced on a cost-per-click (CPC) and cost-per-impression (CPM) basis. Built on an auction-based system, AdWords is a highly quantifiable and cost-effective way to reach potential customers.

For more information, visit  
<http://adwords.google.com>

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—Ben Skigen, e-commerce director,  
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items it once considered "dead items." And the average order value is up nearly 15 percent, thanks to the increase in qualified traffic from Google Shopping.

"Over the past few years, we've watched marketplaces become a more and more significant portion of our overall business," Skigen says. "Thanks to Google Shopping and PLAs, our website is again our strongest sales channel."

## About ToolKing

Internationally known as a tool resource, ToolKing.com is a favorite among Internet shoppers, ranking in the Internet Retailer Top 500 for several consecutive years. Founded in 1978, the company also has a 10,000-square-foot superstore in Lakewood, Colorado. For more information, visit [www.ToolKing.com](http://www.ToolKing.com)

## About ChannelAdvisor

Based in Research Triangle Park, North Carolina, ChannelAdvisor is a global e-commerce platform provider. It helps retailers sell more online through channels such as marketplaces, paid search, and comparison shopping, and with webstores and rich-media solutions. For more information, visit [www.ChannelAdvisor.com](http://www.ChannelAdvisor.com)

