

TravelSmith Outfitters increases e-commerce sales growth by 200 percent with PLAs on Google Shopping



At a Glance

Goals

- Deliver the most relevant products to the right shoppers as they search and purchase on Google

Approach

- Executed campaign using PLAs to drive ROI on Google Shopping

Results

- Increased product sales on Google Shopping 200 percent since launch
- Dramatically improved customers' search experience
- Delivered quality product data more efficiently
- Increased PLAs sales by 4,000 percent
- Established performance-driven Google strategy with 200 percent increase in sales profits
- Successfully presented complete data to Google that includes 100 percent of product catalog, advertising and product data, inventory, order fulfillment, and pricing data

TravelSmith Outfitters was founded in 1992 with a mission to make travel as hassle-free and pleasurable as possible. The same attributes apply to the online shopping experience that TravelSmith presents to its customers.

Taking a strategic approach

To increase business efficiency, online sales, and profitability, TravelSmith turned to Mercent, a preferred Google Partner, to transform its e-commerce business. In particular, TravelSmith was looking to outperform on Google Shopping and with Google Product Listing Ads (PLAs).

"We leveraged the expertise of Mercent's performance-management team, who had a first-hand pulse on the introduction of Google Shopping and anticipated impact to retailers like us," says Kim Hansen, TravelSmith Outfitters' vice president of marketing and e-commerce. "Their team of tenured Google experts have guided our strategic approach to Google Shopping and PLAs."

Reaching out to acquire expertise and vision

"We want to be the single outfitting resource for savvy travelers," Hansen says. "Strategically, we view Google Shopping as a key marketplace. Our success depends on the ability to present complete data to Google. This means not only catalog, advertising, and product data, but also inventory, order fulfillment, and financial data. Mercent helped us to deliver expressly detailed data in the format required for success on Google."

For the 2012 holiday selling season, TravelSmith anticipates that PLAs will deliver growing profits as the company's product catalog is represented to more consumers via Google Shopping. Mercent supports TravelSmith's PLA strategy by ensuring the company is delivering its most accurate and complete catalog data feed in Google AdWords.

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Converting shoppers with compelling offers

"We've seen dramatic improvement in our customers' search experience with PLAs on Google Shopping," Hansen says. "Significantly more people are seeing our products, our cost of acquiring new customers and satisfying existing customers has decreased, and overall return on ad spend (ROAS) has increased by more than 20 percent."

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 and google.com/shopping.

For more information, visit
www.google.com/ads/shopping

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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Sales growth on Google Shopping has increased by more than 200 percent since launch. Over three months in mid-2012, TravelSmith saw approximately 4,000 percent year-over-year growth in PLA sales.

TravelSmith is seeing equally meaningful results for its detailed, day-to-day marketing metrics. The company has successfully managed its ad spend to low double digits, while increasing consumer traffic by approximately 10 percent. Orders are up by a healthy 35 percent, with a more than 26 percent increase in sales conversions.

About TravelSmith Outfitters

Drawing on resources and inspirations from around the globe, TravelSmith provides goods that make the journey smoother, simpler, lighter, and more convenient. Based in Novato, California, it also has an outlet store in West Chester, Ohio. For more information, visit www.travelsmith.com

About Mercent

Mercent helps large brand name retailers reach and convert online shoppers. Supported purchasing destinations include product ads, comparison shopping engines, affiliate networks, social shopping sites, and paid search and display advertising campaigns. Mercent's award-winning Mercent Retail™ SaaS technology allows retailers to combine products into related categories, deliver quality datafeeds and data quality for optimal performance on Google Shopping. For more information, visit www.mercent.com

