



## Home Decor Manufacturer Increases Revenue 40% In 3 Months

### Client

This client manufactures handmade artisan home decor items for major high-end retailers and catalog companies, while simultaneously selling their products to the public.

### Situation

The manufacturer saw the importance of e-commerce as their brand continued to grow. Despite their wholesale success, they wanted to achieve business-to-consumer results in with Google Shopping. They needed a team of Google Ads experts.

### Approach

Vertical Rail devised and implemented a strategy that encompassed comparison shopping engine management, Google Shopping feed optimization, and advanced bid segmentation strategies. Focus was given to product optimization to keep them relevant for the varying seasonal products they offer.

### Results

In a 90 day, year-over-year period, the company saw impressive improvements in their Key Performance Indicators and the numbers only continued to progress from there. They welcomed 40% growth in revenue, paired with a 32% increase in transactions, and 26% increase in conversion rate.