



Restaurant Equipment Supplier Increases Revenue in Google Shopping By 87%

Client

This client is a business-to-business supplier of top quality restaurant equipment and supplies. They are a prominent player in the commercial kitchen industry and their business grows annually.

Situation

This company experienced large growth as a merchant in Google Product Search. But then, Google switched from free Google Product Search to paid Google Shopping. The highly competitive commercial kitchen industry was scrambling to cope with the onset of the new paid model of Google Shopping. We had to act fast and efficiently to stay ahead of the curve when establishing our client's market share.

Approach

We devised a strategy to help the company onboard and combat the challenges of Google Shopping. We immediately optimized their product data feed to gain them visibility, launched Shopping campaigns that were organized by product type, and applied bid management to each product.

Results

In 6 months, the client saw incredible growth across the board. Impressions were up 152%, clicks increased 136%, and transactions increased by 48%.