CASE STUDY BUNDLE

DataFeedWatch
by cart.com

TABLE OF CONTENTS

Leveraging margin % in Shopping Campaigns

THE COMPANY

Adwords-Specialist by Casper Hessellund, an independent Google Ads specialist based in Denmark. Casper works with both large and small companies that have a local presence or are advertising in multiple countries. He has the ability to challenge the capabilities of the various accounts he works with, as well as the tools and software he uses to optimize accounts and feeds.

THE CHALLENGE

The results described below are based on a Shopping campaign for a Danish web shop. Initially, client's ROAS and turnover were on a low level.

THE SOLUTION

Using Data Feed Watch to make calculations and create rules to bid based on profit margin percentage rates. There were two steps taken to get a percentage rate in the shopping feed of the client:

Step 1: Creating a rule that will be returning a profit percentage value as an outcome.

Step 2: Creating a margin % brackets through the use of custom labels. With that, they were able to segment their products properly for the Google Shopping campaign.

> *By structuring your product feed in DataFeedWatch the right way you will unlock an opportunity to manage bids based on profit margin. Use it to get more out of your Shopping campaigns and ensure you're making money on your advertising, rather than just getting revenue.*
>
> **- Casper Hessellund**
> **Google Ads Specialist & Owner at**
> **Adwords-Specialist.dk**

THE RESULTS

▶ **Shopping ROAS increased by 96% and revenue by 602%**
The results were quite noticeable and quick to show. Going forward, the revenue continued to grow at a steady pace, while ROAS remained similar or even improved.

▶ **Conversion rates increased by 73% on Google Shopping over the same period**

▶ **Average order value increased by 69% on Google Shopping over the same period**

An increase in order value along with a decreased cost per sale is a really good combination. The cost per conversion decreased by 24.7% on Google Shopping over the same period.

Dynamic Remarketing and Regex

THE COMPANY

Midsummer Agency is a performance advertising agency focused on PPC, Analytics and CRO for international clients. They help eCommerce, startup, and B2B companies achieve the goals that are most important to them. They create powerful pay-per-click strategies integrated with quantitative and qualitative data.

CHALLENGE #1: LEVERAGE DISCOUNTED PRODUCTS WITH DYNAMIC REMARKETING

For a dynamic remarketing campaign aimed at users who visit the product page without adding it to the cart, Midsummer found that the conversion rate was lower than the objective. So, they decided to change their strategy.

THE SOLUTION

Leveraging discounted products to stimulate sales.

They decided to increase conversions by testing a campaign aimed only at users who have visited a product discounted on the same day. To implement the strategy, they developed a rule in DataFeedWatch to create an ads_label, called "sale", to associate with all the discounted products. Subsequently, they created a test remarketing campaign - a clone of the original one - which exclusively displayed ads of the filtered products.

THE RESULTS

The impact of this strategy has been impressive, both in terms of sales and engagement. This tactic allows the advertiser to take advantage of a natural buying phenomenon, in which users enticed with a discounted offer also discover and purchase other products.

In the test campaign, they recorded an 18% increase in the conversion rate, a 30-second improvement in the average time on the site, with a bounce rate improved by 20%. The ads' CTR also increased by 20%, given to the presence of the "Price reduction" layout tag, a feature automatically activated for recently discounted products. Filtering the campaign for a subgroup of products eventually allowed them to take its impression share from 10% to 38%.

18%	20%	20%	28%
INCREASE IN THE CONVERSION RATE	IMPROVEMENT IN BOUNCE RATE	CTR INCREASE	INCREASE IN IMPRESSION SHARE
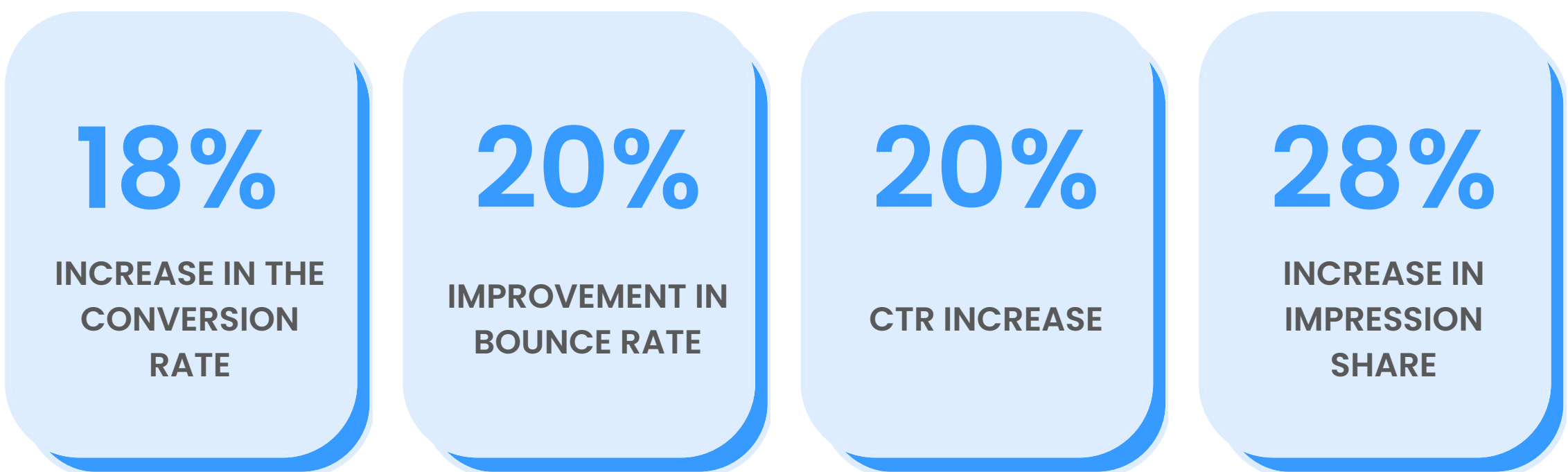
CHALLENGE #2: PREVENT FAILURES BY USING REGULAR EXPRESSIONS

Regular expressions (or regex) are functions or formulas capable of searching, filtering, or replacing text strings following a predefined pattern.

Creating complex dependencies between feed attributes can be a powerful tool in digital marketers' hands. But, it can also become a double-edged weapon if you do not pay attention and take precautions.

For all their customers in the fashion sector, Midsummer usually creates the Title dynamically, using different pre-existing attributes in the feed (materials, color, size, product name). Often, the internal fields used in the Title are not provided in the raw data - they have to be extrapolated or created from scratch using the data provided in the source feed.

The limitation of using the "add static value" feature is that only a finite number of variants existing at the moment of creating the rule can be accounted for. In such case, the dynamism is lost. What happens if the customer adds new products to the catalog, with materials not yet categorized or colors and patterns not foreseen until then? The attributes (e.g. materials, colors, etc.) will be empty, or even worse, they will display incorrect values.

THE SOLUTION

Using regular expressions, it was possible to create a dynamic and scalable rule - much better compared to the previous solution. This mechanism automatically extracts the present and future information on materials from the source feed, eliminating the risk of compromising the functioning of the dependant attributes.

THE RESULTS

Following this optimization, Midsummer was able to prevent feed errors and traffic crashes. Additionally, it allowed them to automate and speed up the categorization of new attributes, color, category, and other product information created by the customer, avoiding tedious manual work on the feed or interventions from the IT department.

> *These are just two examples of how a data feed management tool together with the power of the human brain, can assist you in testing unconventional ideas and in the prevention and resolution of everyday problems. Helping you to remain competitive and avoid apocalyptic scenarios.*
>
> **– Michele Mereu**
> **Managing Director at Midsummer Agency**

Scalling Through Profit with DataFeedWatch

THE COMPANY

This case study explains how Digital Darts with DataFeedWatch helped Australian Women's Clothing Boutique Blue Bungalow with their Google Ads. Blue Bungalow is one of the leading online fashion stores for women's clothes. The store stocks over 150 different brands.

THE CHALLENGE

Fashion is hyper-competitive in advertising as an increased number of businesses bid on the same search terms causing auction prices to rise. To maintain the volume or grow you can:

▶ increase the cost per click for product groups decreasing profit,

▶ continue as is while click volume decreases causing a drop in revenue.

The goal with Blue Bungalow was simple: scale through profit.

THE SOLUTION

▶ **Google Ads Cart Tracking**

Using Google Ads Cart Tracking provided Digital Darts with eCommerce data, like the number of items per purchase, cost of goods sold, and profit on purchases. Using cart data, they've checked what items are purchased through ad clicks and which products convert better.

▶ Segmentation with DataFeedWatch

Using DataFeedWatch and cart data gave the team a much better and holistic idea of how to optimize campaigns even further.

To set up the Cost of Good Sold field for Google Ads in DataFeedWatch, they created an internal field called cost per item. This gave them the flexibility and ease to use the same data across other channels like dynamic product ads on Facebook Ads. Next, for the Google Shopping feed, they mapped Google's cost_per_goods_sold attribute to the internal field:

▶ Dynamic Search Ads with DataFeedWatch

DataFeedWatch was also used for dynamic search ads (DSAs) as a strategy to collect search data not captured in other search campaigns. The higher the SKU count a store has, the more important an automated strategy is to maintain the data.

Other strategies implemented involved segmenting branded and unbranded traffic across all campaign types, building in-depth manual search campaigns and cold acquisition through display as conversion data continued to increase

THE RESULTS

▶ Total ad spend has increased by 2000% and revenue by 3000% while gross profit continues to climb.

▶ Blue Bungalow's Google Ads campaigns are more profitable than in the past.

▶ Cold display campaigns now net more profit than all campaigns previously managed before we came on-board.

▶ The revenue from other channels is growing from the top of the funnel, generic term traffic.

451% ROAS Increase from Google Shopping and Easy Multichannel Selling

THE COMPANY

Coalition Technologies, a leading provider of small and mid-sized business digital marketing in the United States, run marketing for a B2B eCommerce store that has been in business for over 25 years. They sell specialized industrial pest control products and gear. eCommerce revenue is a significant part of the company's annual turnover and online marketing is paramount to their success.

CHALLENGE #1: ROAS INCREASE WITH GOOGLE SHOPPING ADS

When they began marketing, they used the Content API feed. The performance was satisfactory during the initial months, but after March 2019, the revenue went down significantly from Shopping campaigns.

As feed management and optimization abilities were very limited via the Content API, they made optimizations directly on the campaigns and in the settings, without seeing much improvement. They were running standard Shopping campaigns before Google introduced Smart Shopping campaigns, however, revenue was still the main concern.

THE SOLUTION

To increase the revenue, they implemented DataFeedWatch to create and manage the Shopping feed with more control. They removed the Content API feed and replaced it with the feed created in DataFeedWatch.

The feed was very healthy, better categorized for each channel, and very search specific. Rules and filters were used to exclude nonprofitable products and low price products which the client was not interested in showing on the feed.

THE RESULTS

After implementing the feed created with DataFeedWatch, the performance improved significantly and immediately produced solid results. In both Standard and Smart Shopping, DataFeedWatch is a big win for us. It has contributed to an overall 451% increase in ROAS.

CHALLENGE #2: BING ADS

The goal was to achieve similar results with the Bing ads as they had with their Google Shopping campaign.

THE SOLUTION

They decided to take the feed used for Google Shopping and apply it to the Bing ads as well, since they have similar requirements. In order to make sure they achieved the same great results, they made additional optimizations to the feed tailored to Bing's platform.

There were two main factors that contributed to improving the Bing Ads performance:
1. Improving product categories - Making the product categories as specific as possible helps searchers find the exact product they're looking for.
2. Using custom labels - Custom labels can be used to segment products into any criteria imaginable. For example, dividing products based on the profit margin allows for bidding more on products that will return the most profit.

THE RESULTS

This allowed us to get the most out of our client's ad spend budget and focus on the products with the most positive impact.

CHALLENGE #3: PERFORMANCE INCREASE WITH FACEBOOK PRODUCT ADS

Coalition knew their client would achieve better results by expanding to more online channels, so they decided to start with Facebook ads next.

THE SOLUTION

By using the 'Copy feed' feature in DataFeedWatch, they were able to use the same optimized feed that they did for Google Shopping. And just like with the Bing ads, when they launched the Facebook campaigns using DataFeedWatch, they immediately noticed good results. They also were able to leverage client's product sales by setting up a rule to show when an item was discounted.

> *Overall, by using DataFeedWatch we've been able to automate the process of optimizing our clients' product feeds and have gained more control over the changes we wanted to make. This has resulted in improved ROAS and catalog sales performance.*
>
> **– Jordan Brannon**
> **COO and President at Coalition Technologies**

THE RESULTS

▶ 10x ROAS contributing to a 293% overall increase in performance. It's still steadily growing irrespective of changes in the Facebook algorithm.

▶ During 2020, they were spending less on the Facebook Product ads campaign, however, after December they started to slightly increase spending.

How to Increase Sales by 400% in 2 Months

THE COMPANY

Pierce AB is constantly looking for new and innovative ways to drive online sales and deliver a greater return on advertising spend With a local presence in 16 European markets and 40+ websites, Pierce AB has very quickly become one of the most successful Swedish e-commerce companies of all time selling motocross, snow scooter and motorcycle parts, and gear and equipment to petrol heads.

THE CHALLENGE

Before DataFeedWatch product feed management was handled by Pierce's IT department on a "home-made" ERP and back-end solution. The problem with how we previously managed our feeds was that the IT resources were scarce. Their backlog had grown exponentially with launching new sites and new features to better serve our customers. The main goals we had from implementing a feed tool were to gather autonomy and increase feed performance.

THE SOLUTION & RESULTS

▶ **Increase product offering**

Thanks to the basic optimization of product title, missing color, missing attribute they were able to launch 40% more products on Google Shopping in markets like France, Germany and United Kingdom.

▶ Get higher rankings

Following this, they could exclude entire categories or product groups from eBay and other marketplaces where the product differs a lot from the picture. This helped to manage client expectations and get higher ratings.

▶ Better Performance

DataFeedWatch allowed Pierce AB to manage their products based on stock information, clicks, and cost, which dramatically improved the performance on some channels.

▶ Complex Rules Implementation

With 3 available shipping methods, optimizing their shipping was a bit of a hassle. Now, they have created the perfect stock rule to only keep the products they're sure to send to the relevant channels

> "
>
> *A great tip is to get the IT department to create a "Master Feed", which contains all the elements you need and any kind of product level information, such as Google or eBay Categories, Manufacturer, Supplier, margin etc.*
>
> *Once these details are in your master feed, you can create rules to be more efficient in pushing the most profitable items.*
>
> **– Antoine Coopoosamy**
> **Head of Performance Marketing**
> **at Pierce AB**

How to Increase Your Shopify Store Profit with Data Feed Optimization
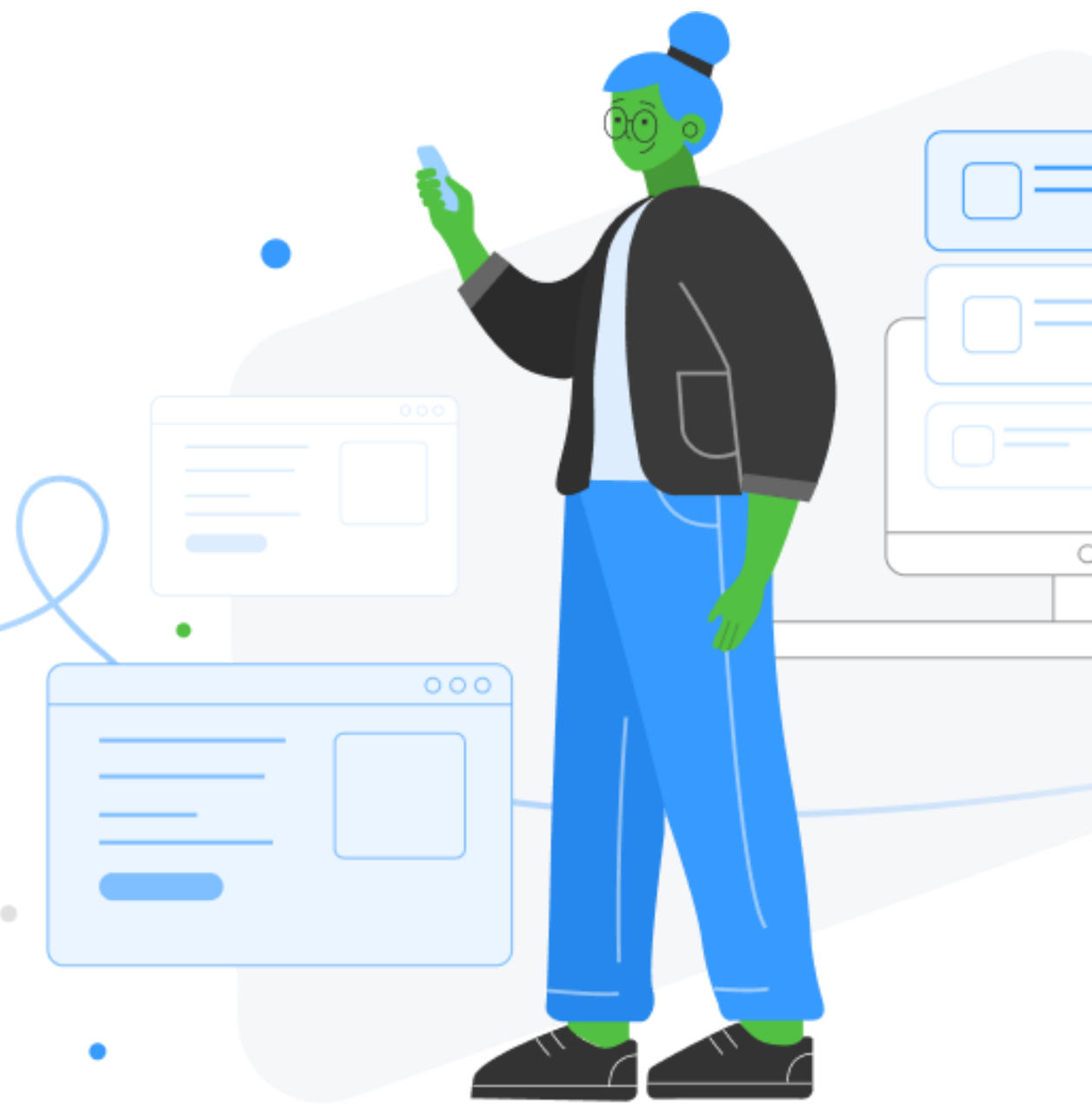
THE COMPANY

MCB agency has over 20 years of eCommerce experience in creating strategies that help clients achieve their full growth potential, and increase the profits of their online businesses. One of their clients, Vikle Liv, sells wrap-around baby carriers and wanted to improve their Google Ads performance beyond the built-in features of the standard Shopify Google Ads app.

MCB is an expert in Shopify integrations and has helped Vikle Liv work through several challenges and onto better eCommerce results.

CHALLENGE #1: FOCUSING ON PROFIT

Vikle Liv wanted to optimize their campaigns based on profit rather than just revenue. The customer wanted to access the advanced metrics in Google Ads, like: cost of goods sold, gross profit, average cart size. Unfortunately, the data for cost of goods sold is not available in the standard Shopify Google Shopping App. However, there is a field on each product in the Shopify backend where the shop owner can easily add the data.

THE SOLUTION

MCB started to solve the challenge of implementing the 'cost of goods sold' data by uninstalling the standard Shopify Google Ads App. The next step was migrating the product feed to DataFeedWatch, where the cost field in the Shopify back-end is easily accessible and possible to share with Google Ads.

14

THE RESULT

Vikle Liv is now able to optimize their campaign base on profit rather than just revenue. This has drastically changed their priorities in what products they choose to focus on.

The gross profit data was also an eye-opener for Vikle Liv who discovered a large difference between profit margins across their product types and suppliers. This has changed which suppliers they focused on, and has improved the profit margins on their Shopping campaign in genera

CHALLENGE #2: ADVERTISING OUT-OF-STOCK PRODUCTS

Vikle Liv had been spending a large amount of their budget on products where the main size was out of stock. This led to a very low return of investment for them (ROAS). Among Vikle Livs customers, 95% of them purchase a size 6 when shopping for a baby wrap. They wanted help with finding a way to exclude products from Google Shopping if the most popular sizes were out of stock.

THE SOLUTION

The challenge of excluding products where the main size (size 6) was sold out, was also solved by using DataFeedWatch and the standard Shopify feature of tags. MCB asked their Shopify developer to automatically add a tag to all products where the main size was sold out. After that, they created a rule in DataFeedWatch to exclude products with this tag. As a result, all products with this tag were simply excluded from the Shopping campaign.

THE RESULT

Excluding products where the main sizes are sold out, has saved the client a lot of wasted ad spend, and they were able to generate the same revenue with a 10-15% lower cost after excluding products without size 6 in stock

CHALLENGE #3: STANDING OUT FROM THE COMPETITION

The last challenge was that the client wanted to stand out from the competition by boosting new products in the Google Shopping campaign in order to make sure they are first to show new models and colors.

THE SOLUTION

The final challenge of boosting new products in Vikle Livs' Shopping campaign was solved in almost the same way as the out-of-stock products. Vikle Liv made a rule in Shopify with the app Smart tags. It automatically gives all new products the tag "News" for the first 30 days after creation. MCB then used DataFeedWatch to create a custom label and sent the updated data to Google. In Google Merchant Center, they created a separate campaign with higher priority where all products with this custom label were added.

THE RESULT

They were able to save their client time by automating the process of tagging of new products. This was previously a manual process done by their marketing team.

> *By segmenting our client's products, making sure they weren't advertising items that were out of stock, and boosting new products, we were able to prevent wasted ad spend and optimize where their budget was going. We also were able to help them stand out on the SERP by focusing on new products that shoppers are interested in.*
>
> **– Lars Friis**
> **business developer**
> **at MCB.dk**

Manage Multilanguage Feeds and Expand to New Countries

THE COMPANY

San Saru is a brand and a leader in the online jewelry sector and offers pieces in both 925 Sterling Silver and 22k gold plated. They have more than 461k followers on Facebook and 662k on Instagram and have a young and multidisciplinary team of more than 50 people. They have a strong community in Spain, and a few years ago decided to go further and expand throughout Europe. Because of this goal, they started to generate international campaigns on various channels, but we came across some limitations.

THE CHALLENGE

In the beginning, San Saru were mostly using DataFeedWatch for Google Shopping as they needed to create feeds in Spanish, English, French, Italian, and German. They tried different feed management solutions that did not meet their expectations as many of them had just been limited.

Eventually, they started using DataFeedWatch, not only for generating all the feeds needed for Google Ads, but also for other channels, such as Facebook. This decision helped San Saru promote the products of their clients easily and on a larger scale.

THE SOLUTION

With the help of the DataFeedWatch team, they created optimized supplemental feeds for each country where they wanted to expand their business. In this way, they could adjust every title, description, and currency to the right language.

Currently, they create campaigns in five different languages. In every language, they create two feeds - one for each channel, because each channel requires different attributes for the feeds.

With the feed management solution - DataFeedWatch, the process of mapping, and implementing the feeds was very easy. DataFeedWatch's Account Manager guided them through the processes of creating feeds, and gave them important suggestions any time they had problems with data feed management.

THE RESULT

FIRST-MONTH RESULTS:

239% INCREASE IN CLICKS	**26%** DECREASE IN AVERAGE CPC	**151%** INCREASE IN CONVERSIONS
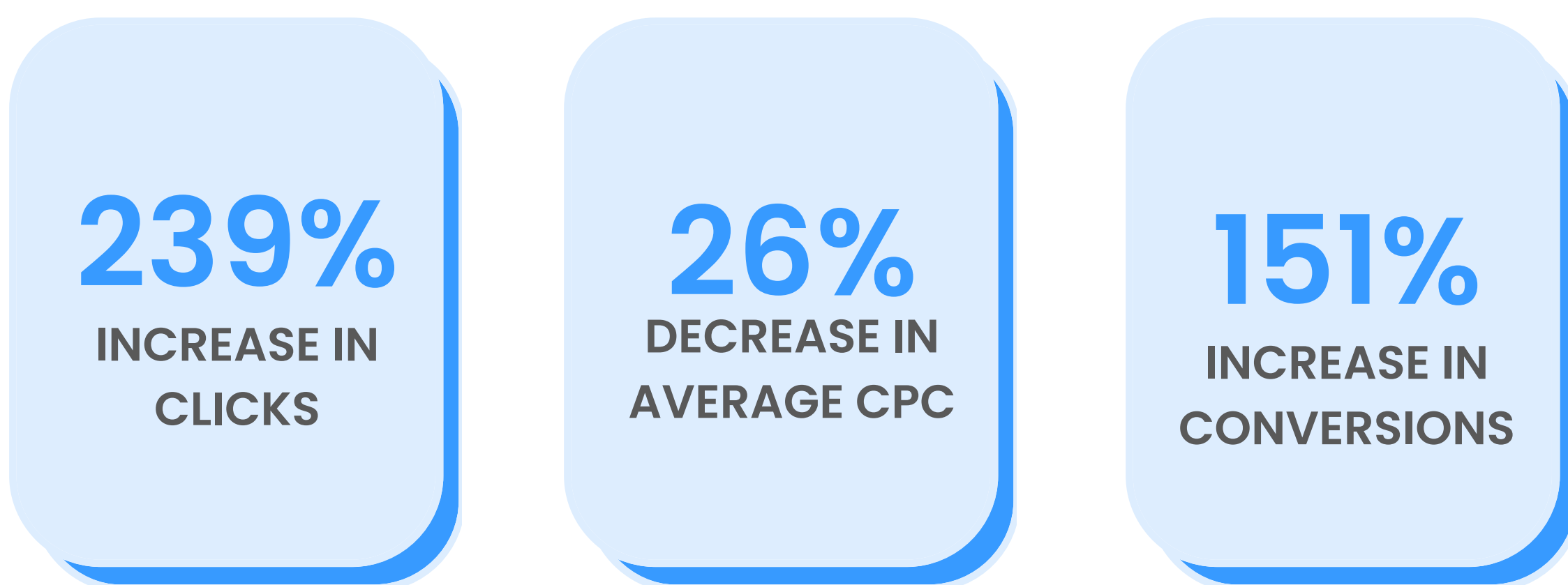
▶ **Conversions**

The conversions increased by 115% which means that they were double higher than before.

▶ **ROAS**

ROAS has been growing significantly since DataFeedWatch was implemented. It's doubled since San Saru got started working with this solution. At this moment they're reaching 3,42% of ROAS, and Google Shopping has become our main channel in Google.

▶ **Clicks**

In total, they observed a 239% increase in clicks.

▶ **Channels**

DataFeedWatch has also helped us improve and create data feeds on other channels such as Pinterest, Facebook, and TikTok.

Scaling Snapchat Revenue by 86% with 10x ROAS

THE COMPANY

Elumynt is a team of senior-level advertising strategists, passionate about getting results that matter to their clients.

CHALLENGE #1: WASTING AD SPEND ON UNOPTIMIZED CATALOGS

Here's how you can tell the ad owner's feed wasn't optimized:

1. Nondescript product photo on a white background.
2. Product title that appears as if it came straight from the manufacturer on Alibaba.
3. Wasted space listing the brand name twice.
4. Causing confusion by specifying gender on a piece of tech.

If someone saw this ad and genuinely wanted to buy the product, assuming they didn't swipe up on the ad when it came up on their feed, they'd head to Google.

Unfortunately for the advertiser, there are 13 Shopping listings of this product from competitors, before the listing from the company that paid for the ad above. They've just paid for their competitor to get a sale, which broke the #1 rule of listing ads on Snapchat: Don't pay for your competitors to steal your business.
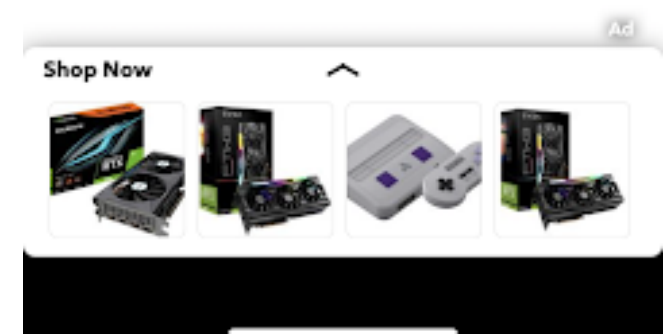
CHALLENGE #2: NOT BEING ABLE TO REACH TARGET ROAS

Prior to onboarding, Elumynt's client (a children's boutique) tested Snapchat ads, but couldn't hit overall ROAS goals — even running just retargeting. They had experienced massive success on Facebook and Google, but when running a few tests on Snap, they weren't hitting their goal of 10x ROAS.

Back in 2019, they spent $8K at a 5.5x ROAS over a month and a half. The majority of this spend was on retargeting. When they tested prospecting, they barely got above a 1x on $1K in spend. They were using graphic video ads showcasing a selection of outfits while targeting a lookalike audience. As far as they were concerned, Snap wasn't going to work.

THE SOLUTION

Once Elumynt came on board we wanted to give Snapchat another shot. By refreshing the content and ad formats , and modifying the bid strategy and ad setup on the exact same audience, they achieved a 10.5x ROAS on $10K in spend.

> *Not optimizing your feed is like letting Santa give your presents away to the neighbors.*
>
> **- Haley Nixon**
> **Paid Social Strategy Lead at Elumynt**

CHALLENGE #3: SCALING CATALOG SALES ADS EFFICIENTLY

DPAs (Dynamic Product Ads) on many platforms are typically uber-efficient for apparel brands. Just like people love browsing through boutiques, they love swiping through a collection of outfits, shoes, or accessories.

Elumynt wanted to put Catalog Sales ads to the test on a brand with a relatively high likelihood to succeed, a popular children's clothing boutique in the US. They wanted to serve the right products to people at the right times. But with how the client's store was set up, using the native Shopify catalog that's auto-generated with the Snapchat app wasn't going to cut it. The issue was, the automated catalog from the Snap app for Shopify isn't customizable.

THE SOLUTION

They needed:
- Custom labels to signify if a product wasn't available to the general public
- The ability to edit product titles to be more conducive to the platform
- Variants merged so people didn't see the same product in 7 different sizes in a collection ad — you get it

Once they set up our channel in DataFeedWatch, made those customizations, and got their feed into Snap, they launched the optimized Catalog Sales campaign.

THE RESULTS

Elumynt scaled their client's revenue from Snapchat by 86% in one month, still hitting our 10x ROAS goal while focusing 91% of ad spend on net new customers.

Throughout that first month as they pulled levers, adjusted bids, and swapped ad formats, they spent just $235 for $8,385 in sales, a 36x ROAS. They were still only targeting site visitors who haven't yet converted (typically where Dynamic Product Ads on other platforms can have the greatest impact).

Over the next 3 months, they scaled this tactic on retargeting and expanded into prospecting net new users. They ended up spending $40K, over half of that on Catalog Sales ads at a 12.7x ROAS.

REPLICATE ELUMYNT'S SUCCESS

1   Don't be afraid to test product sets you wouldn't expect customers to be interested in.

2   By using DataFeedWatch, while you can map dynamic fields or predefined tags to Custom Labels in Snap, you can also simply input text here, so you can use this field for an Unique Selling Proposition (Free Shipping, mention a promotion, add a brand slogan) and then select that Custom Label to appear in your ad.

3   Test how Single Product Ads work for your brand vs Collection ads (vs now a Story Ad for Catalog Sales).

Thank You