Turkey’s leading online retailer saves time and drives conversions with Feed Rules for Shopping ads on Google

From clothing to footwear and perfume to watches, Turkey’s leading online retailer Trendyol, uses Shopping ads on Google to get its diverse portfolio of popular products in front of potential customers when they’re searching on Google.

Introduced in spring 2016, Feed Rules allow merchants to upload product information “as is,” and then update their product data with Merchant Center. With Feed Rules, Trendyol could apply custom labels to their product data and prioritize those products for showcasing on Shopping ads. “We were looking to move the needle on sales,” says Gizem Çelenk, Digital Marketing Specialist at Trendyol. “So, we were thrilled when Feed Rules was introduced.”

The Shopping challenge
Trendyol saw an opportunity to promote products on Shopping ads with three premium campaigns:

- Expedited delivery—a program they call “Fast Delivery”
- Discounted brands for a 10-day “Shopping Fest”
- The “Cool & Sexy” line of clothing

Before the advent of Feed Rules, adding custom labels to their product data was a slow process. “Getting help from our IT team to make feed updates was very labor intensive,” says Çelenk.

Moving the needle
For their “Fast Delivery” program, Trendyol used Feed Rules to apply a custom label to spotlight the expedited delivery feature in their product data. For their “Shopping Fest,” they used Feed Rules to assign custom labels and create a unique “Shopping Fest” campaign. There, they could feature a different, discounted brand each day of the promotion. Finally, for their “Cool & Sexy” line, which was initially disapproved because of the brand name, Trendyol easily set up a Feed Rule to swap out the word “sexy.”

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Best of all, adding Feed Rules is easy for Trendyol’s marketing team. “In less than five minutes, we can make these changes directly in Merchant Center,” notes Çelenk.

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New rules for a better bottom line
Feed Rules have given Trendyol a powerful, efficient way to improve their Shopping campaigns. The real value can be seen in their overall performance results, including a 1.5–2X return-on-ad-spend (ROAS), a 5% bounce rate reduction, and an 8–15% conversion rate increase.

The effect on specific promotions was even more dramatic:
• "Fast Delivery" delivered 1.5X ROAS, an 8% conversion rate increase
• "Shopping Fest" promotion saw a 2X ROAS, a 12% conversion rate increase
• "Cool & Sexy" saw a 15% conversion rate increase and a 4% increase in traffic

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