

Empire Covers achieves steep decline in CPA with Product Listing Ads on Google Shopping



About Empire Covers

Shipping directly from the manufacturer, Empire Covers sells covers for nearly every type of personal vehicle, while also offering floor mats, patio-furniture covers, and more.

For more information, visit www.EmpireCovers.com

At a Glance

Goals

- Lower CPA
- Increase conversion rates
- Reduce bounce rates
- Increase average time spent on website

Approach

- Launched a PLA campaign on Google Shopping

Results

- Raised CTR 55 percent, July to August
- Increased CTR 16 percent over Q2 high
- Reduced CPC 11 percent, July to August
- Reduced CPA 36 percent

Located outside Philadelphia, with manufacturing and distribution facilities in Kentucky, Empire Covers is an ambitious online retailer offering protective covering for cars, trucks, boats, RVs, and motorcycles. It also offers accessories for outdoor living. The company sells direct to online consumers and maintains a fully staffed call center. The Empire Covers team continually implements the best online tools to support its website, and found success as an early adopter of Google Shopping.

Google Shopping, a forum for relevance

"At Empire Covers, we work closely with Google and always try to stay on top of the newest betas and opportunities for expanded customer reach," says Robert Brous, Empire Covers' SEM marketing manager. "We understand that traditional AdWords advertising is only one modality for reaching our customer base. When Product Listing Ads (PLA) beta was introduced to us, we immediately understood the power of coupling product images with our company name on the search-results page. Additionally, showing prices allows for immediate comparison shopping, resulting in lower bounce rates, more time spent on the site, and better conversion rates."

Google Shopping provides online customers with a new shopping experience within Google search, giving PLA advertisers more control over when and where their products appear in search results. "The commercial model of Google Shopping creates a forum for the greatest relevancy," Brous says.

"When spending ad dollars, we are always concerned with placement – the quality, cost, and relevance of the placement, plus the controls and monitoring of performance," he adds. "Under the Google Shopping model, we have more control to set pricing and bids on product-specific categories. We know that we will be served in the most relevant places. We can quickly and easily maneuver to capitalize on product categories that beckon niche companies like ours and can compete intelligently."

"The commercial model of Google Shopping creates a forum for the greatest relevancy."

—Robert Brous, SEM marketing manager, Empire Covers

As for the actual ad dollars spent, with the implementation of PLAs, Empire Covers saw a steep decline of 36 percent in cost-per-acquisition (CPA) from April to August, 2012. Cost-per-click (CPC) dropped by 11 percent from July to August, 2012, and by a total of 16 percent from second-quarter lows.

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

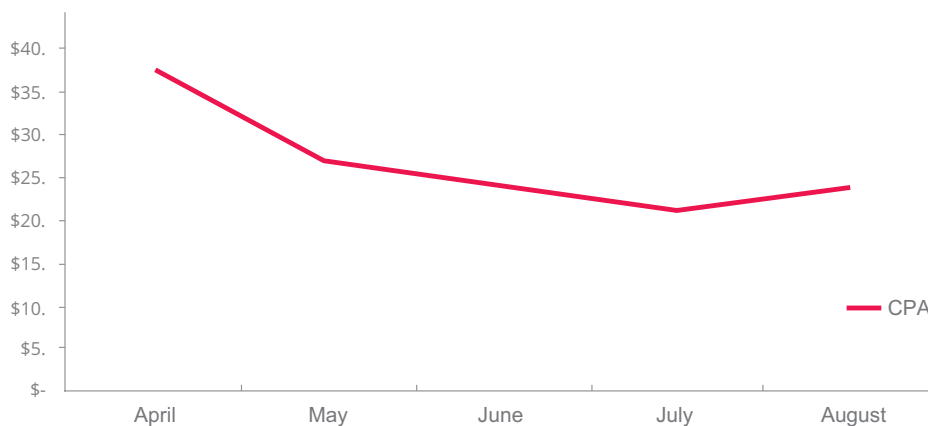
About Google AdWords

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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—Robert Brous, SEM marketing manager, Empire Covers*

2012 PLA CPA



Empire Covers' PLA CPA decline, March – August 2012

'Leave room in the conversation'

After Empire Covers launched its PLA campaign on Google Shopping in the spring of 2012, the click-through rate (CTR) climbed 55 percent from July to August. This represented an increase of 16 percent from the previous high in the second quarter.

"PLAs have taken their place at the table in our paid-search strategy along with search campaigns and re-marketing," Brous says. "These three techniques make up the backbone of our paid-search strategy."

"As we develop new products and new sites, and as we sit in photo shoots and design new catalogs and ads, we have to leave room in the conversation for PLAs and Google Shopping," he adds. "And it's only over the past four months that this has been a major part of our strategy."

