

HalloweenCostumes.com sees mobile conversions rise 31% with mobile Product Listing Ads



About HalloweenCostumes.com

Based in North Mankato, Minnesota, family-owned HalloweenCostumes.com began in a garage in 2002. They now ship to over 200 countries worldwide. The company supplies costumes for adults, children, couples and groups, plus accessories and decorations. They are among the largest Halloween costume retailers on the web.

To learn more, visit www.halloweencostumes.com

At a Glance

PLA for Mobile Results

- 31% rise in mobile conversions
- 45% of Google paid mobile unique visitors
- 43% of Google mobile paid-search conversions
- 39% of Google mobile paid revenue

On-the-go customers

HalloweenCostumes.com aims to provide every would-be pirate, zombie and superhero with the perfect costume year-round. To help spread the word to on-the-go revelers — perhaps witches or astronauts — the worldwide e-retailer of costumes, accessories and décor turned to mobile Product Listing Ads (PLAs) from Google.

'Hyper-relevant' ads

HalloweenCostumes.com has used PLAs since their introduction. The site launched mobile PLAs as a way to drive traffic for their entire product line as soon as Google began offering AdWords enhanced campaigns in Spring 2013. Product Listing Ads appear when someone searches for your products on google.com and Google Shopping. A PLA shows a picture of the item, the price, and store name. Customers who click on the ad are directed to your website. You pay for a PLA only when someone clicks on the ad and lands on your site.

"We started using mobile PLAs after seeing major lifts in our online-advertising efforts via desktop PLA campaigns," says Mark Bietz, vice president of marketing. "Moving into mobile on the PLA platform made perfect sense, thanks to the ability to serve a personalized, hyper-relevant ad to an increasing number of mobile customers in the Halloween space."

"Moving into mobile on the PLA platform made perfect sense, thanks to the ability to serve a personalized, hyper-relevant ad to an increasing number of mobile customers in the Halloween space."

— Mark Bietz, vice president of marketing, HalloweenCostumes.com

'A natural evolution'

HalloweenCostumes.com's goal with their mobile PLA campaigns was to "ensure the high quality coverage we are receiving via desktop PLAs," Bietz adds. "As we saw mobile traffic increase on HalloweenCostumes.com, this was a natural evolution in our mix." They launched a mobile site in 2012 and improved it the following summer. Mobile traffic then doubled from July to October 2013.

The costume company had focused on Google Shopping "long before it changed to a commercial model and was further integrated into the search engine results pages (SERPs)," Bietz says. "We were already gaining a substantial amount of traffic and high conversion rates through this medium. We were excited about the ability to drive more traffic through this productive channel. Furthermore, this new model enabled us to optimize on a category and product level that has a large impact on the return on investment (ROI) coming from paid search."

About Product Listing Ads

Product Listing Ads are search ads that include richer product information—such as product image, price, and merchant name—without requiring additional keywords or ad text. Whenever a user enters a search query relevant to an item in your Google Merchant Center account, Google may automatically show the most relevant products along with the associated image, price, and product name.

To learn more about Product Listing Ads, visit www.google.com/ads/innovations/productlistingads.html

“We plan to allocate a much larger portion of our search marketing team’s time and dollars to mobile PLAs.”

— Mark Bietz, vice president of marketing, HalloweenCostumes.com

High-quality traffic

Mobile PLAs are driving substantial, incremental growth in HalloweenCostumes.com’s mobile marketing initiatives, with about a 31 percent lift in mobile conversions. Mobile campaigns drove 45 percent of Google paid mobile unique visitors. Mobile PLAs also accounted for 43 percent of Google mobile paid-search conversions and 39 percent of Google mobile paid revenue.

“Thanks to the high-quality traffic this medium has provided us, we plan to allocate a much larger portion of our search marketing team’s time and dollars to mobile PLAs,” Bietz says. “As mobile shopping continues to grow, we plan on allocating an extra 10 percent in spending and resources to optimize and grow this platform in 2014.”

