

Nine West elevates its fashion profile by coupling text ads and Product Listing Ads

NINE WEST

About Nine West

Founded in 1978, Nine West takes its name from its first office address, located at 9 West 57th Street in New York. Today, it is one of 35 fashion brands operating under The Jones Group Inc. A global leader in women's fashion, Nine West has its headquarters in White Plains, New York.

To learn more, visit www.ninewest.com

At a Glance

PLA Results

- Generate one-quarter of Nine West's Google search revenue
- Conversion rate 2.3X higher than overall search conversion rate
- Generate 15 percent of mobile search revenue
- Conversion rate 2X higher than overall mobile search conversion rate

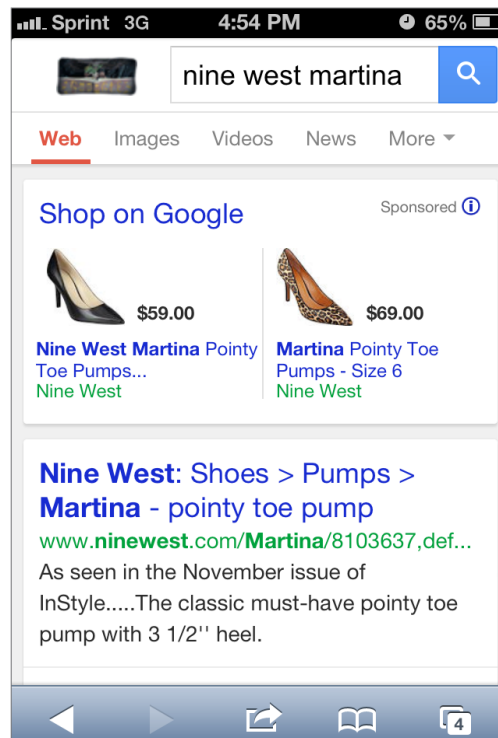
An opportunity for more traffic

Nine West caters to a diverse audience of career- and fashion-minded women who shop online for chic footwear, handbags, and accessories. The retailer has a large and popular website, and wanted to make more use of Google Product Listing Ads (PLAs). The fashion leader worked with search and digital marketing agency partner, RKG, to combine their text and PLA ads and increase their overall exposure and brand engagement.

"Nine West recognized early on the opportunity PLAs offered for increased visibility," says Emily Guzman, online acquisition manager at The Jones Group, Nine West's parent company. "We developed a strategic approach to expanding the program while delivering a healthy return on investment (ROI)."

Better product promotion paired with mobile

Wanting to attract high-quality traffic from Google Shopping, the team expanded product type targets on PLAs, and launched individual "id" targets for each Nine West product as well. Product Listing Ads appear when someone searches for your products on google.com and Google Shopping. An ad 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.



Nine West Product Listing Ads appear for a Google search on a mobile device.

Changing their campaign strategy for PLAs increased control and added depth to the team's bidding strategy, making it much easier for fashion-seekers to shop their online inventory. RKG and Nine West also recognized the ever-growing importance of mobile in the multi-screen marketplace, as consumers shop from their mobile devices at any time, from anywhere. Shoppers who use mobile search to make a decision are also 51 percent more likely to make a purchase.*

Increase visibility for a competitive advantage

Consequently, RKG and Nine West took their campaign structure a step further, and optimized their new PLA campaigns by device type. "Expanding and optimizing

*Mobile Search Moments: Understanding How Mobile Drives Conversions, Google/Nielsen, March 2013



About RKG

RKG is a search and digital marketing agency that offers a full range of services, including pay-per-click, search engine optimization (SEO), social media, comparison shopping engine (CSE) management, and display advertising. RKG also offers proprietary search analytics and diagnostics software, RKG Blueprint.

To learn more, visit
www.rimmkaufman.com

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 PLAs, visit
www.google.com/ads/innovations/productlistingads.html

Nine West's PLA program was an integral part of the strategy to increase visibility and gain a competitive advantage," says Emily Kirk, RKG team lead.

"Nine West recognized early on the opportunity PLAs offered for increased visibility."

—Emily Guzman, online acquisition manager, The Jones Group

Results worth the effort

Results were powerful and measurable. Nine West's conversion rate when PLAs were taken into account rose 8 percent, which suggests that the PLAs drove incremental conversions. Revenue also rose 14 percent with the PLA campaign. Likewise, the mobile conversion rate rose 3 percent when combining text and PLAs, and mobile revenue rose 5 percent when PLAs were included. These are all strong indications that the PLA campaigns helped increase exposure and engagement.

Altogether, PLAs are highly effective for Nine West. They generate one-quarter of the retailer's revenue from Google search, and the PLA conversion rate is more than twice the overall search conversion rate. PLAs also generate 15 percent of their mobile search revenue, and the PLA conversion rate is two times higher than the overall mobile search conversion rate.

"All of the key performance indicators (KPIs) have seen nice increases," Guzman says. "We're ready to take advantage of future opportunities in mobile, as smartphone shopping and adoption rates continue to rise."

"Expanding and optimizing Nine West's PLA program was an integral part of the strategy to increase visibility and gain a competitive advantage while delivering a high ROI."

—Emily Kirk, team lead, RKG

Staying ahead of the online retail curve

Nine West is allocating additional budget to support paid search advertising on Google, so they can capture future opportunities for traffic and revenue growth. "RKG continues to test, optimize, and seek out additional opportunities to grow the program with Nine West," Guzman concludes.

