



myToys uses Google Shopping to create a new export channel

About myToys

- Toys and fashion for children
- Founded in 1999
- Headquarters in Berlin
- www.myToys.de

Goals

- Increase sales and convert more potential shoppers abroad by exporting to Switzerland

Approach

- Adopted Currency Conversion
- Set up a new export channel by repurposing existing assets
- Used Google Shopping for Export to convert EUR to CHF

Results

- Launched Product Listing Ads in Switzerland
- Achieved return on investment on par with shopping campaigns in established German and Austrian markets
- Reached consumers abroad who otherwise were not reachable

"Using Currency Conversion we were able to launch Google Shopping in Switzerland with over 130,000 products with an impression share of 65%."

— Melanie Braasch, Team Lead Search Engine Advertising

"Thanks to Currency Conversion, we were able to start our Swiss campaign in no time and without any additional IT capacity."

— Sebastian Noz, Online Marketing Manager

Berlin-based myToys offers over 130,000 products online for kids and families. The brand wanted to expand into Switzerland but faced a very common export obstacle – currency.

myToys was already using Google Shopping to advertise products to consumers in Germany and Austria. To enter the Swiss market, myToys began using the new Currency Conversion solution. Getting started was as quick and easy as copying the existing feed (the catalog of products from the website) and creating a new export campaign in AdWords targeting German speakers in Switzerland.

The first product purchases from Switzerland occurred just hours after activating. The team then used target return-on-ad-spend bidding to efficiently run and manage the campaign. The AdWords interface made it easy to monitor performance, including return on ad spend, conversion rate, revenue and cost income ratio.

The return on investment for the Swiss campaign was on par with the campaigns in Germany and Austria. Due to the fact that the Swiss market is not as saturated with inventory as Germany and Austria, the Swiss campaign produced a higher click-through rate than that of Germany and delivered a higher conversion rate (+86%) at half the click volume in comparison to the Austrian campaign.

