

Michaels increases AOV by 11% with return annotations on Shopping ads



Michaels
Irving, Texas, United States • www.michaels.com



The challenge

Michaels, the largest arts & crafts specialty retailer in the U.S., takes pride in providing excellent experiences to their customers and helping crafters express their creativity. With COVID-19 accelerating the shift to e-commerce, Michaels and their strategic agency partner, Camelot, were looking for an innovative way to gain market share and stand out amidst the crowded craft supplies category.

The approach

Realizing their free 60-day return policy is a strong driver of website purchases, Michaels and Camelot sought to communicate this value proposition more broadly to shoppers. In 2021, Michaels began displaying their return policy via Return Annotations on their Shopping ads and free listings. They enabled these Return Annotations by simply adding their return policy details in Google Merchant Center.

The results

A few weeks after enriching their product data, Michaels has seen an 11% increase in average order value and a 56% increase in conversion value on Shopping ads with return annotations compared to those without.

“We were excited to be able to communicate our return policy to customers because it helps lower the barrier to purchase online. Using the Return Policy annotation for Shopping helps us improve the shopping experience by communicating clearly with customers before they get to our site.”

— Kathleen Moler, Head of Digital Media at
The Michaels Companies, Inc.

+11%

Increase in average order value*

+56%

Increase in conversion value*

*on Shopping ads with vs. without return annotations

In Europe, Smart Shopping campaigns can be used with any Comparison Shopping Service (CSS) you work with. The ads will show on general search results pages and on any other surfaces the CSS has opted in to.

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