

Campmor sees huge sales spike with PLAs on Google Shopping



At a Glance

Goals

- Drive sales while maintaining target ROAS

Approach

- Advertise via PLAs with CI's managed services

Results

- 10x increase in sales
- Maintained target ROAS

Campmor is a recreational-equipment retailer established in Bogota, New Jersey, in 1978. The company's heritage is as a catalog retailer. With the advent of the Internet, Campmor quickly emerged as a leader of e-commerce retailing.

Early adopter of product ads

"We have long believed in the promise of product advertising. Campmor was one of a half-dozen companies to participate in the original Froogle beta test," says Nicholas Scilingo, director of SEO/SEM. "Coming out of beta, we were pleased with the results and signed up to continue as a Google product advertiser."

Campmor has continued to be an advertiser on Google product ads since their inception.

Opportunity to drive product sales

Shortly after becoming a Product Listing Ads (PLA) advertiser, Campmor engaged the services of Channel Intelligence (CI). CI is a launch partner of Google Shopping and also has worked with Google since the first days of Froogle.

"The CI managed-services team ensures we have the highest-quality product data feeds and continually employ product-bidding best practices to maximize our product sales, while maintaining our return on ad spend (ROAS)," Scilingo says.

Campmor works with CI to optimize Google PLAs. "A Product Listing Ad is one of the most flexible advertising media in regards to bidding strategies," Scilingo adds. "PLAs on Google Shopping deliver higher-quality traffic with higher conversion rates relative to many other advertising programs. From our early experiences, we were confident PLAs would help us deliver greater sales while maintaining our target ROAS."

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—Nicholas Scilingo, director of SEO/SEM, Campmor

Ten-fold increase in PLA sales

Working with CI, Campmor increased sales ten-fold on PLAs and maintained target ROAS over the first six months of 2012.

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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"Campmor is very pleased with our performance results and continued success on Google Product Listing Ads. Most important, we are not only achieving significant increases in sales, but improving the customer-shopping experience at the same time," Scilingo says. "Our products are showcased only when relevant. PLAs on Google Shopping consistently provides key information, including product image, pricing, and promotional and availability data, that helps each ad listing be more quickly understood and be more compelling to consumers."

Scilingo adds, "We expect Google Shopping PLAs will continue to contribute as we build upon our digital-marketing success at Campmor."

About Campmor

Campmor is a recreational retailer that offers a wide variety of outdoor gear, including camping equipment, backpacks, sleeping gear, and clothing. As an early adopter of Google product ads, the company was an original beta tester of Froogle, predecessor of Google Shopping. Campmor has a single brick-and-mortar retail store in Paramus, NJ. For more information, visit www.campmor.com

About Channel Intelligence

A featured Google Shopping launch partner, CI is a leading technology and marketing-services company that helps retailers, manufacturers, and other advertisers make their products and services easier for consumers to find and buy online and in local retail stores. For more information, visit www.channelintelligence.com

