

Cropp boosts ROAS 50% using Demand Gen campaign with GMC feed

CROPP

Apparel brand

EMEA - Poland • cropp.com



The Challenge

Cropp is one of the most popular apparel brands in the Polish market for Gen-Z and younger age groups. Combining global trends with local influences, the company also operates across other CEE markets. It wanted to increase online sales and decided to test Demand Gen campaigns to promote its new collection at a desired return on ad spend (ROAS) level.

The Approach

Cropp implemented Demand Gen with target ROAS bidding together with Google Merchant Center (GMC) product feed, optimizing for sales. To set the campaign up for success, the company adhered to Demand Gen best practices. For example, it set ad strength to excellent, used both video and images, and implemented all relevant targeting such as Lookalike segments, optimized targeting, in-market, and custom audiences. One of the new Demand Gen features tested by Cropp was view-through conversion optimization, which gave more signals by including VTCs.

The Results

Demand Gen coupled with the tROAS bid strategy delivered real business impact for Cropp. The campaign yielded a ROAS increase of over 50%. A Conversion Lift study showed a 4.5% conversion increase among women shoppers, and Demand Gen also delivered an 8% search lift throughout the campaign.

“As the campaign's name, Demand Gen is not just a promise, but a real goal that translates into measurable results. Seeing its effectiveness, we will definitely expand its use to additional markets.”

Paweł Winiarski, Performance Marketing Specialist, Cropp (LPP Group)



Primary Marketing Objective

- [Grow Online Sales](#)

Featured Product Area

- [Demand Gen](#)

Google Ads