

Diesel.ie uses the Google Ads mobile app to grow their business

DIESEL
SHOP ONLINE AT DIESEL.IE

Diesel.ie is one of Ireland's leading fashion and apparel brands.

[Website](#)



The challenge

For more than 30 years, Diesel's mission has been to push boundaries and create the very best in men's and women's clothing. Diesel.ie aimed to grow their 16 retail stores in Ireland by increasing traffic to their website.

The approach

Diesel.ie used the Google Ads mobile app to monitor their campaign performance and get timely notifications, such as the weekly performance summary. They also used the app to make changes to their accounts on-the-go. "The mobile app makes it easy to stay on top of new recommendations, such as adding new keywords. It has helped us increase traffic to our website and grow our business," said Tim McCormack, Brand Manager at Diesel.ie.

The results

Using the mobile app and optimization score, Diesel.ie was able to more effectively promote their products and promotions – increasing traffic to their website by 30X year-over-year. Overall, they have found the mobile app to be a useful tool to manage their accounts on-the-go to achieve their business goals.

“It's critical for us to be able to stay connected to our accounts even when we're not at our computers. We use optimization score on the mobile app to prioritize, review, and apply recommendations on our mobile phones.”

-Tim McCormack, Brand Manager, Diesel.ie

30X

Increase in traffic
year-over-year

About Google Ads: Google Ads is a digital advertising solution for businesses of all sizes. Whether you're a small business owner or enterprise marketer, Google Ads delivers reach, relevance and trusted results to help you grow your business. Learn more at ads.google.com/home.

© 2019 Google LLC. All rights reserved. Google and the Google logo are trademarks of Google LLC. All other company and product names may be trademarks of the respective companies with which they are associated.