

REVOLVEclothing.com reaches more fashion customers with mobile Product Listing Ads

REVOLVEclothing.com

About REVOLVEclothing.com

Launched in 2003, and based in Cerritos, California, REVOLVEclothing.com offers a high-quality click-and-mortar shopping experience. The website is a virtual home for over 700 worldwide brands for men's and women's designer apparel, shoes, and accessories.

To learn more, visit
www.revolveclothing.com

At a Glance

PLA for Mobile Results

- 371% more clicks
 - 14% lower CPC
 - 537% more conversions
 - 77% increase in ROAS
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A shift to mobile

Virtual style destination REVOLVEclothing.com has long used Google Product Listing Ads (PLAs) to attract online shoppers looking for the latest fashions. Realizing that their consumers are increasingly shopping from mobile devices, the online retailer has shifted its focus to capture more of this valuable new audience through mobile PLA campaigns.

'Always a great performer'

PLAs appear when someone searches for your products on google.com and Google Shopping. Consumers see a picture of your item, its price, and your store name; with mobile PLAs, customers see the same detailed information, wherever they are. You can also determine which mobile ad a consumer sees, based on the device they're using and their location.

REVOLVEclothing.com began using PLAs in late 2011 to advertise their entire line of men's and women's fashions and accessories. Mobile PLAs were always part of the mix, but started to become a major factor in Spring 2013.

"PLAs have always been a great performer for us," says Ryan Pabelona, REVOLVEclothing.com search engine marketing (SEM) manager. "It made sense to maximize the channel by advertising across multiple devices, especially since our customer is very mobile savvy. When Google opened more ad inventory for mobile PLAs, the potential of this channel became apparent. We decided to focus on optimizing this channel separately from our PLA program on other devices."

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Optimized bidding for mobile

The greater emphasis on mobile PLAs drove new goals to increase efficiency and return on ad spend (ROAS), as well as to grow volume. Here, too, the online retailer offered their entire line. Mobile ads work for companies like REVOLVEclothing.com, because 25 percent of mobile shoppers ultimately buy—and 34 percent of these purchases are made entirely on mobile devices.*

"In late 2012, PLAs really picked up and the quality of the channel improved," Pabelona says. "Being able to optimize through bidding allowed us to shift away from poorly performing products and get aggressive with products and brands that have good margins or to acquire new customers at a high rate. We started seeing increased volume and performance gains [with mobile PLAs] in Spring 2013," Pabelona adds.

About Product Listing Ads

Product Listing Ads are search ads that include richer product information—such as product image, price, and merchant name—without requiring additional keywords or ad text. Whenever a user enters a search query relevant to an item in your Google Merchant Center account, Google may automatically show the most relevant products along with the associated image, price, and product name.

To learn more about Product Listing Ads, visit www.google.com/ads/innovations/productlistingads.html

Measurable results

The retailer's mobile PLA campaigns delivered measurable results and significantly stronger performance. Since March 2013, REVOLVEclothing.com has seen an 371 percent increase in clicks and a 14 percent drop in cost-per-click (CPC). Conversions have climbed 537 percent, while their ROAS increased by 77 percent.

"As mobile PLAs continue to grow as a percentage of our total PLA business," Pabelona concludes, "it will be increasingly important for us to optimize our listings, ad copy, and bid modifiers to ensure continued efficiency gains in this channel."

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— Ryan Pabelona, SEM manager, REVOLVEclothing.com*

New opportunities for growth

REVOLVEclothing.com plans to keep optimizing their mobile PLA campaigns. "Our main focus is to grow the channel, while keeping our current ROAS or better through campaign-structure improvements or product-feed enhancements and testing," Pabelona says. "One of the exciting things about Google Shopping is that the channel is still so new. With that newness comes opportunities for growth and optimization."

