



## CASE STUDY

# Woodland Direct boosts discoverability by complementing Shopping campaigns with free listings

## Bringing warmth to homeowners and businesses

[Woodland Direct](#) is one of the biggest e-commerce retailers in the fireplace, chimney, and outdoor living markets in the U.S., driven by the largest team of certified industry experts. The brand started using Shopping ads in 2012 to connect with a wide range of customers from homeowners and contractors to commercial businesses. To get more out of its Shopping campaigns, Woodland Direct began experimenting with [target return on ad spend \(ROAS\) bidding](#) while shifting its entire Shopping investment to Smart Shopping campaigns in 2020.

In the past two years, the share of total ROAS driven by the brand's Shopping campaigns has nearly doubled, and Shopping ads grew to drive more revenue than any other marketing channel. When the COVID-19 pandemic hit, the brand's existing campaigns proved to be critical to connecting with people who were spending more time at home and online. As Woodland Direct shifted its creative and strategy to reflect the reality of social distancing, the brand decided to augment its existing paid campaigns with free listings on the Shopping tab.



**Woodland Direct**

Auburn Hills, MI, U.S.

<https://www.woodlanddirect.com/>

**7%** increase in organic traffic\*

**5%** estimated increase in revenue based on internal benchmark data\*

\*on Google channels after implementing free listings on the Shopping tab

**“We’ve been using Shopping ads for eight years to connect meaningfully with our audience. Supplementing our existing campaigns with free listings was key to lifting our visibility during a time when consumers were increasingly shopping online.”**

— Marcus Regan, Marketing Manager, Woodland Direct



## Meeting more at-home consumers on the Shopping tab

Although lockdowns scaled back Woodland Direct's work with business and commercial clients, more homeowners were browsing and buying home improvement products on its website. Search interest in ["outdoor fireplace"](#) and ["outdoor fire pit"](#) in the U.S. started to increase in March 2020 — and since the start of the pandemic, the brand saw more than 200% incremental growth in web traffic for its fire pits category alone. To respond to evolving consumer behavior and boost discoverability at no additional cost, Woodland Direct immediately opted in its entire inventory to free listings on the Shopping tab as soon as they became available in April 2020.

Because the brand was already using Shopping ads, featuring its products in free listings was quick, easy, and seamless on the back end. The brand also saw its number of orders jump as its business-to-consumer (B2C) demand increased. Free listings allowed Woodland Direct to focus on managing customer expectations and keeping an eye on supply chains — all while strengthening its online presence without paying more for additional clicks. And as search interest in ["outdoor living"](#) peaked in May 2020, free listings helped complement the brand's "Stay Out While Staying In" campaign, which showcased how people could spruce up their outdoor areas with fire features while social distancing.

## Growing an online storefront with automation and free listings

After adding free listings to its marketing mix, Woodland Direct saw a 7% increase in click traffic from Google channels in Q2 2020 — a considerable lift, considering the brand didn't pay for those clicks. What's more, the brand estimates that free listings may have contributed to roughly a 5% increase in revenue in the same time period based on its internal benchmark data. Shopping ads currently drive approximately 50% of all traffic from Woodland Direct's paid marketing channels, so the brand plans to continue using free listings to build on this success.

As restrictions lift and more commercial projects get the green light to start construction, the brand is eager to see how free listings will boost its business-to-business performance. Woodland Direct is also rolling out more automation to engage customers interested in luxury home goods and upgrades and will continue to use free listings to amplify its paid campaigns.

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**"As an e-commerce retailer, a strong digital presence has always been critical to our growth. That's why we'll continue to use free listings to meet consumers on more channels and support our Shopping ads performance."**

— Marcus Regan, Marketing Manager, Woodland Direct

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**"Since the start of COVID-19, we've seen an influx of demand across the board. With free listings, we were able to drive 7% more organic clicks from our Google channels without increasing our budget — which is clearly a plus."**

— Marcus Regan, Marketing Manager, Woodland Direct

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