



CASE STUDY

Sharper Image increases traffic and supports extensive inventory with free listings

Managing a digital marketing strategy for a massive inventory

With thousands of unique products available worldwide, [Sharper Image](#) has been a leading retailer of innovative consumer electronics and home gadgets for over 30 years. For the past five years, Sharper Image has used Shopping ads to reach its diverse customers and drive traffic to products ranging from home fitness equipment to air purifiers.

Managing a marketing strategy that showcases Sharper Image's extensive product portfolio is a constant challenge. Additionally, the global pandemic has caused [a surge in online retail](#) and increase in overall demand. Sharper Image saw a 56% increase in branded searches, with significant increases in search interest for products like air filters (up 205% in April) and fitness equipment (up 162% in April).

With such a wide variety of products seeing significant increases in demand, Sharper Image needed to strengthen its marketing strategy wherever possible to reach consumers where they were spending their time: online. By opting in to free listings on the Shopping tab, the brand was able to supplement its existing digital marketing campaigns and drive more traffic to its website at no added cost.

SHARPER IMAGE®

Sharper Image

Farmington Hills, MI, USA

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

35K more free clicks*

3.8% increase in website traffic*

*after participating in free listings on the Shopping tab



Seamlessly integrating free listings into the marketing mix

Sharper Image participated in free listings on the Shopping tab as soon as they became available to brands in April 2020. Since then, free listings has effectively functioned as an additional low-maintenance channel in Sharper Image's overall marketing mix.

The power of free listings is in its ability to support any in-flight marketing campaigns without disruption. In response to the sharp rise in demand of COVID-19 related products, Sharper Image recently launched a virus protection landing page featuring air purifiers, sanitizing wands, no-contact thermometers, and more. Without any additional strategizing or input from Sharper Image, free listings directly supported the campaign by increasing traffic toward the landing page and boosting the visibility of related products to the brand's customers.

Increasing online traffic and clicks with free listings

Free listings has yielded Sharper Image over 35,000 free clicks and counting since April — a 3.8% total increase in traffic. Sharper Image found that the ease of setup was among the most beneficial elements of free listings. Instead of sinking significant time and effort in developing a whole new marketing channel and strategy, free listings was able to function in tandem with current campaigns.

Moving forward, Sharper Image will continue to test and scale Smart Shopping campaigns while adapting new upper funnel tactics. Free listings easily integrates with these numerous campaigns and further supports Sharper Image's marketing mix, making full use of the marketing funnel Google provides.

Preparing for new challenges down the road

With online retail experiencing high demand across the board, rising above the noise is an ongoing challenge that will only be compounded by the holidays. Looking forward, Sharper Image is confident free listings will be a key asset in ensuring visibility and traffic to the brand's sites when demand spikes. For the time being, the feature has been a pain-free addition to Sharper Image's Shopping campaign.

“Shopping ads are the backbone of our marketing program. Free listings let us strengthen our most valuable channel with minimal effort.”

— Alex Wargo, Director of Digital Marketing, Sharper Image

“Adding free listings to our marketing mix was easy and pain-free. Combined with Shopping ads, we are now able to reach and service even more customers at a time when overall demand in online retail is high.”

— Alex Wargo, Director of Digital Marketing, Sharper Image

“We're very excited by the potential of free listings. The 3.8% increase in traffic and clicks is very promising, and we're eager to integrate free listings deeper into our online marketing strategy.”

— Sam Grossman, COO, Sharper Image

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