Merkle increases revenue by 13X with Smart Shopping campaigns

The challenge
A large multi-category retailer wanted to maximise sales while managing budgets on a week-to-week basis and meeting profitability thresholds. It was difficult to achieve scale with frequent budget changes in their original setup with Standard Shopping campaigns.

The approach
Merkle transitioned the retailer’s Standard Shopping campaigns to Smart Shopping campaigns (SSC). Since Smart Shopping campaigns can respond swiftly to budget changes, it would have no problem adjusting to the weekly budgets set by the retailer. SSC was setup to target all products in the Dresses category with an objective to maximise conversions.

The results
By increasing the retailer’s reach across Search, Display, YouTube and Gmail networks, SSC was able to drive new traffic to more than 36% of its in-stock inventory, which lead to a 13x higher revenue in the Dresses category.

What’s next
With these promising early results, the retailer is now looking forward to expanding Smart Shopping campaigns to other product categories in a phased rollout.

+20pts
Increase in impr share for Shopping campaigns

+36%
Incremental inventory that received traffic

13x
Higher revenue from expanded scale