

## ValuePetSupplies.com says “good boy” to new Shopping campaigns



### About ValuePetSupplies.com

Founded in 2004, ValuePetSupplies.com is a family-owned and operated pet-supply business based in Livingston, Tennessee. The company offers top-brand pet products online. They donate a portion of their profits every month to help save shelter dogs through Casita Big Dog Rescue.

To learn more, visit [www.ValuePetSupplies.com](http://www.ValuePetSupplies.com)

### At a Glance

#### Shopping Campaign Results

- 650% ROAS
- Improved CTR
- Higher conversions
- Lower CPA
- 10x time savings

### A hands-on approach

ValuePetSupplies.com sells everything from aquatic filters to pet diapers, puppy pads to bully sticks. With a Tennessee warehouse and employees spread across four states, the e-tailer takes a personal, hands-on approach to business. They followed up their successful use of Google Product Listing Ads (PLAs) by upgrading to Shopping campaigns.

### A showcase for products

The online pet supplier began using PLAs in July 2013, segmented by brand and product for top-selling items. Overall, they created over 80 PLA campaigns. “We embraced Product Listing Ads because they leverage the quality of our feed,” says Nick Carter, director of marketing and sales. “They present image and price data along with the Google Trusted Store badge, thus showcasing our deals.”

ValuePetSupplies.com tried their first Shopping campaign just a few months later, in October 2013. Shopping campaigns provide an intuitive way to manage PLAs and sell your products on Google. You manage your campaign much the same way you would manage a store. You can browse your inventory and group which products you want to bid on, all in Google AdWords. And you have advanced reporting and optimization features to help you measure the performance of your products and estimate your growth opportunity.

*“The competitive metrics in Shopping campaigns are game-changing for bid optimization.”*

— Nick Carter, director of marketing and sales, ValuePetSupplies.com

### Better workflow and metrics

“PLAs showcase our deals, thus pre-qualifying the customer who clicks after seeing price data,” Carter explains. “Now with Shopping campaigns, we have a better workflow and way to manage PLAs. For example, the advanced metrics allow us to bid more efficiently. We were able to lower our cost-per-acquisition (CPA) and increase our return on ad spend to 650%.”

After testing for a few months, the e-tailer transitioned from a regular PLA campaign to a Shopping campaign in February 2014. The process was seamless, Carter adds. “The Shopping campaigns are simple to launch and manage,” he says. “Product groups use the product feed to organize and bid on inventory quickly and easily. It’s intuitive and simple. I fully appreciate the labor-saving architecture of Shopping campaigns, too. I can target our massive, 8,000+ product catalog more efficiently.”

The shift to Shopping campaigns also delivered significant time savings, which in turn lets ValuePetSupplies show all their products today. “On average, I targeted 50 percent of our catalog at any given time with regular PLA campaigns. I was constantly turning them on and off when I didn’t have the

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## About Shopping Campaigns

Shopping campaigns make it easier to connect with consumers and promote your products online. This retail-centric campaign type for PLAs streamlines how you manage and bid on your products, report on your performance, and find opportunities to grow your traffic from Google.

To learn more, visit

[www.google.com/ads/shopping/shopping-campaigns.html](http://www.google.com/ads/shopping/shopping-campaigns.html)

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## About Product Listing Ads

Product Listing Ads are an Adwords ad format that includes 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, visit

[www.google.com/ads/shopping](http://www.google.com/ads/shopping)

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bandwidth to optimize them all. It was a pain," Carter says. "Shopping campaigns require only a couple of hours per week, versus 20+ hours for PLA campaigns."

## 'Game-changing' optimization

Shopping campaigns are now a significant marketing channel for ValuePetSupplies.com. They cover 80 percent of the catalog and account for over one-third of the company's Google AdWords conversions. "The competitive metrics in Shopping campaigns are game-changing for bid optimization," Carter adds.

In addition, with benchmark CTR, benchmark maximum CPC and impression share, advertisers now have actionable guidance on how to optimize their PLAs. "Impression share tells me at a glance if a product group is healthy," Carter explains. "If there's a low impression share, then I further review the benchmark CTR and max CPC and adjust bids accordingly. It takes the mystery out of bidding."

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*— Nick Carter, director of marketing and sales, ValuePetSupplies.com*

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## Low hassle, higher profit

"Shopping campaigns are central to our overall strategy of offering a simple way to showcase our great deals to folks who are actively searching for what we sell," Carter says. "Google is the primary venue for reaching them, and Shopping campaigns connect us to our customers with minimal hassle and more profit. What's not to love?"

