Google Shopping
Comparison Shopping Service

SUCCESS STORY

Alcampo Cuts New Customer Acquisition Costs by 78% by Transforming their Catalog Strategy with the Google Shopping (CSS) Team



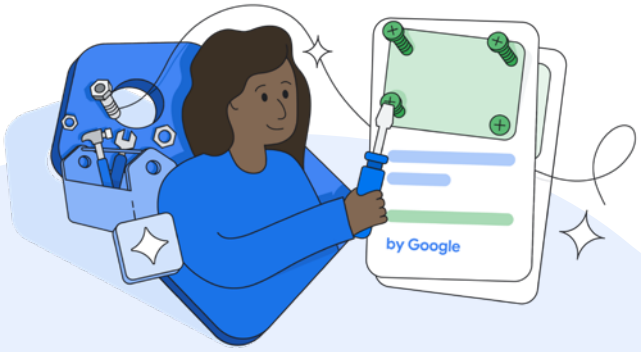
The challenge

Alcampo is a leading Spanish retailer whose vital Food category relied heavily on standard search campaigns. Lacking an optimised product catalog to dynamically showcase inventory hindered their ability to capture high-intent demand. This limited new customer acquisition, leaving their primary growth engine operating below potential.

> *Optimizing our catalog with Adsmurai and the Google Shopping (CSS) team allowed us to grow while keeping our investment steady. Today, it is our most efficient channel in Food & Grocery, with a 78% drop in new customer acquisition costs.*



Raquel Alberte Correas
Growth Manager, Alcampo



The approach

As the Performance Marketing Team at Adsmurai, we oversee and manage the digital acquisition and search engine marketing strategy for Alcampo. To unlock their growth, we partnered with the Google Shopping (CSS) team and worked closely with their Account Manager, Raquel Zueco Diaz, to completely overhaul our customer acquisition framework.

Our approach focused on transitioning away from a rigid, category-based model to an agile, customer behaviour model centred on actual purchasing needs. Key elements of our approach included:

- **Restructuring the Product Feed in Google Merchant Center (GMC):** We leveraged Google Shopping (CSS) team resources to separate everyday, recurring grocery purchases from specific, niche consumer needs.
- **Unlocking Catalog Potential:** We expanded our search footprint and improved ad relevance to capture new high-intent food shoppers with Performance Max far more effectively than Standard Shopping campaigns structures allowed.
- **Activating periodic recommendations from Google Shopping's (CSS) Feed Optimisation Growth Report:** We adjusted our product data approach around the 7 levers to optimise feeds in GMC, adopting industry-leading best practices to drive scaled, long-term efficiency.

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The results

The integration of this advanced, catalog-based approach delivered immediate, market-leading efficiencies, firmly establishing Shopping Ads and Performance Max campaigns as our most efficient customer acquisition channel for the Food category. Our optimised strategy yielded exceptional results:

- **78% Reduction in Acquisition Costs:** By aligning our feed directly with consumer intent, we lowered our new customer acquisition costs by up to 78%.
- **+20% Increase in New Buyers:** The efficiency of the optimised feed structure allowed us to attract 20% more first-time buyers within the category.
- **15% Total Q1 Growth Spike:** These foundational improvements directly fuelled a 15% overall increase in new customers across the entire company during the first quarter of 2026.

78%
Reduction in Acquisition Costs

+20%
Increase in New Buyers

15%
Total Q1 Growth Spike

Looking forward

This strategic restructuring has established high-quality Feeds in GMC, Shopping Ads and Performance Max as the core pillars of our new customer acquisition architecture. Looking ahead, we plan to continue partnering closely with the Google Shopping (CSS) team to sustain this momentum.

This advanced catalog-based approach will serve as our blueprint for future scaling. Moving forward, we intend to integrate **Google Shopping's (CSS) Feed Optimisation Growth Reports** recommendations on a recurrent basis, to ensure our digital shelves remain seamlessly optimised for sustainable growth across all product lines.

About Alcampo

Alcampo is one of Spain's leading retail companies, offering a wide range of food, household, personal care, and everyday products through both physical stores and digital e-commerce channels. Serving millions of consumers across Spain, the company continuously invests in digital innovation to deliver a highly convenient, personalised shopping experience.

What is Google Shopping?

Google Shopping is Google's CSS and a Premium CSS Partner that helps businesses grow by selling more and better across Europe, delivering outstanding Google quality service.

A Comparison Shopping Service (CSS) is a website that collects product offers from online retailers and then sends users to the retailers' websites to make a purchase. Merchants need to work with at least one CSS to begin placing shopping ads.

