

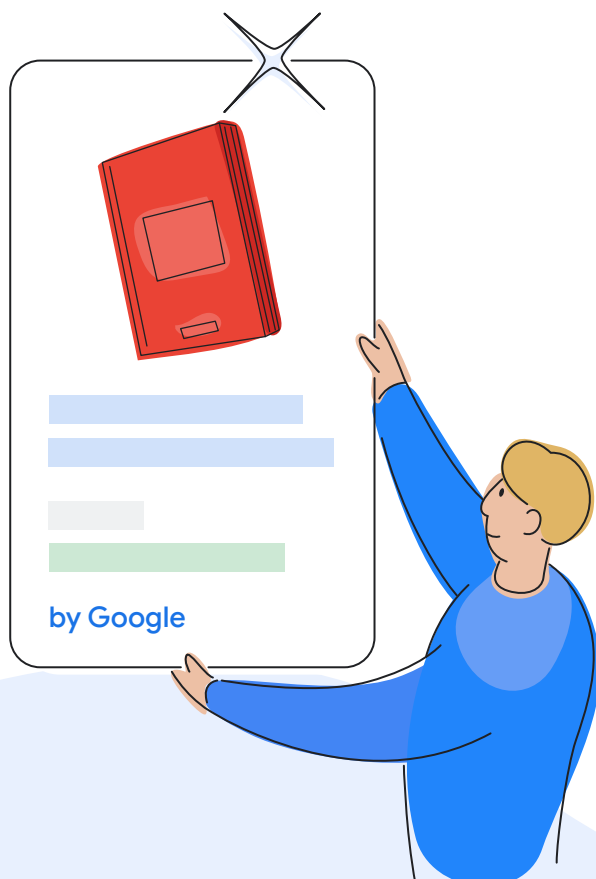
SUCCESS STORY

Bonito Breaks Through Other Marketing Channels Glass Ceiling to Drive 22% Increase in Conversion Value with Google Shopping (CSS)



The challenge

Bonito is a leading Polish e-commerce book retailer specializing in a wide range of consumer products. Entering 2026, we faced a difficult growth ceiling after year-on-year growth hit a sharp decline due to rising costs eroding our margins.



The approach

My name is Wojciech Mazia and as the founder of Bonito, I oversee strategic growth and channel distribution to maximize profitability and market share.

To break our deadlock, we partnered with the Google Shopping (CSS) team, who challenged our status quo using deep strategic intelligence, most notably the **Growth Opportunity Report**, a tailored and data driven report that automatically shows budget opportunities in our accounts and how to leverage growth.

Key elements of our approach included:

-  **Marketing Investment & Performance Analysis:** Utilizing the tailored **Growth Opportunity Report**, we evaluated cost structures across all our relevant marketing channels entering 2026, identifying opportunities to optimize our CPCs and improve overall margins.
-  **Channel Control & Superior CPCs:** The Google Shopping (CSS) team worked with us to implement a Shopping and Performance Max campaigns structure that offered significantly more efficient CPCs, greater channel control, and clear visibility into market shifts.
-  **Strategic Budget Migration:** Armed with actionable data, we confidently migrated 25% of our budget directly from other marketing channels to Shopping and Performance Max campaigns in H1 2026.





The results

The strategic pivot proved to be a far more cost-effective alternative to increasingly expensive alternative advertising options, allowing us to rapidly scale our Share of Wallet.

Our optimized strategy yielded exceptional results:

-  **Massive Scale in New Customer Acquisition:** By shifting budget away from restrictive marketing channels, we successfully scaled specific new customer campaigns **by over 640%** while maintaining strong profitability.
-  **Higher Intent and Sales Volume:** Despite scaling our investment, we improved our website conversion rate by 6% and drove an **11% increase in total conversions**.
-  **Significant Revenue Growth:** We achieved a **22% increase in overall conversion value** compared to the previous period, effectively replacing the revenue previously lost to increase in advertising costs in less efficient channels.

+640%

new customer campaigns

11%

increase in total conversions

22%

increase in overall conversion value



What is Google Shopping?

Google Shopping (CSS) 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.

Looking forward

Looking ahead, Shopping and Performance Max campaigns will continue to be our main growth engine as we move away from restrictive alternative advertising options. This partnership is a central pillar of our long-term marketing strategy, and we plan to deepen our collaboration with the Google Shopping (CSS) team - led by Account Manager Jakub Zimon - by leveraging their ongoing Inventory Management and Growth Opportunity Reports to scale performance and protect profit margins sustainably.

About Bonito

Bonito is a premier e-commerce retailer based in Poland, specializing in a wide range of consumer products. Serving a diverse and growing customer base, Bonito focuses on delivering an exceptional online shopping experience by leveraging cutting-edge digital retail solutions across domestic and regional markets.

