

SUCCESS STORY

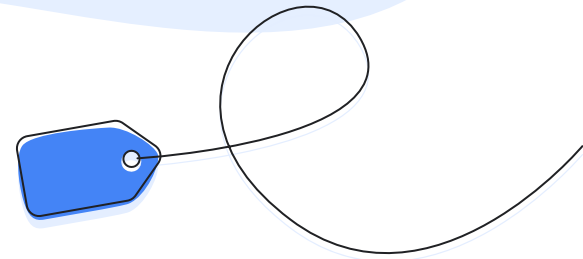
CCP achieves +3,600% YoY increase in swimming pool online sales in partnership with the Google Shopping Team

+3,600%

Increase in sales in one month vs the sales in the previous year

+2x

Higher ROAS in selected Smart Shopping campaigns



The challenge

With a strategy based on testing new markets and new product categories, Creative Commerce Partners (CCP) were set to launch a new website selling swimming pools called Ma-piscine-loisir.com. However, they needed guidance on structuring and optimising their Shopping campaigns in order to maximise revenue and boost online sales.

“ Our Ma-Piscine-Loisir.com website had been recently launched and we had very limited data about relevant products in our Shopping Campaigns. However, we sold a record number of pools this summer. By maximising visibility of our products, Smart Shopping Campaigns allowed our website to quickly win a place in the online pool market while aligning with our ROI objective. ”

AUDREY SAINT MARTIN,
RESPONSABLE MARKETING AT CREATIVE
COMMERCE PARTNERS

The approach

The CCP and Google Shopping teams kicked off their partnership with a strategic workshop for the new swimming pool business. With the goal of increasing turnover and sales volume, they settled on a three-pronged approach: to improve their Shopping campaign structure considering the recommendations from their Google Shopping Team; to ensure all product inventory was present in their Google Merchant Centre feeds; and lastly, to apply automation via Smart Shopping campaigns, with ‘maximise conversion value’ as their bidding strategy.



The results

The Shopping Campaign structure proved very efficient. In one month, CCP generated the same turnover on the new website as they did in one year of their previous swimming pool website, with a +3,600% increase in sales. They also launched a highly profitable Smart Shopping campaign for accessories, with a ROAS of 1900%, for the rest of the account. After working together on the optimization recommendations from the Google Shopping team, overall ROAS of Shopping campaigns increased +23%. Finally, they sold out of stock in less than 3 months, and are now taking orders for the 2021 season.



Looking forward

Following the successful results of Ma-piscine-loisir.com, the CCP and Google Shopping teams will continue to partner together to optimise the Shopping campaign performance for CCP's other 24 specialised websites.

About Creative Commerce Partners

Creative Commerce Partners (CCP) specialise in selling home and garden equipment, currently managing around twenty e-commerce sites including Mon-abri-de-jardin.com and Ma-serre-de-jardin.com. They are currently operating in various locations including France, Germany, Belgium, Italy, Spain and the UK.

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.

