

## SUCCESS STORY

 France

CREA-Quincaillerie.Pro increase revenue by 52% with their Google Shopping Team.

**52%**

Increase in revenue growth since August 2019

**10%**

Decrease in cost per conversion YoY



## The challenge

CREA-Quincaillerie.Pro's key business objective in 2019 was to increase the average order value and overall revenue by targeting users more efficiently on their purchasing journey. The challenge was to strike the right balance between ROI on ads and traffic through the website in order to grow revenue.

“ In 6 months we saw fantastic results in our revenue thanks to the premium support from the Google Shopping Team. We're looking forward to the next stages of our partnership and expanding the project further in 2020. ”

JEAN-CHRISTOPHE ROUSSEAU,  
MANAGING DIRECTOR  
CRÉA-QUINCAILLERIE.PRO

## The approach

CREA-Quincaillerie.Pro partnered with the Google Shopping Team to develop a campaigns strategy based on Smart Shopping Campaigns. Launching in August 2019, both teams worked together to continuously optimise the Shopping Campaigns strategies to maximise performance, with the spotlight on CREA-Quincaillerie. Pro's peak season from September to December.

The Smart Shopping Campaigns structure was segmented around product business information and profitability objectives and ranges. Leveraging the power of CREA-Quincaillerie.Pro's in-house bidding tool, Smart Shopping Campaigns were integrated to reach more users at different moments of the consumer journeys. The richness of the combined technologies significantly improved performance.

## The results

The Smart Shopping Campaigns increased profitability on CREA–Quincaillerie.Pro top product categories, whilst maintaining high website traffic to reach a virtuous circle with machine learning. CREA–Quincaillerie.Pro has seen an overall revenue increase of 52% YoY, whilst decreasing the cost per conversion by 10%, since launching the Smart Shopping Campaigns strategy in August 2019. Additionally, targeting users more efficiently has enabled an increase in average order value per basket.



## Looking forward

CREA–Quincaillerie.Pro, now part of a broader group - Chaussons Matériaux, is keen to expand their current shopping campaigns strategy. The CREA–Quincaillerie.Pro and Google Shopping Team have already collaborated on the 2020 shopping campaigns strategy, which capitalises on the +350 online stores across the group.

### **About CREA–Quincaillerie**

*Founded in 2003, CREA–Quincaillerie.Pro provides hardware materials and professional tools to both consumers and businesses, offering +70,000 products online.*

## 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.

