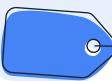


SUCCESS STORY

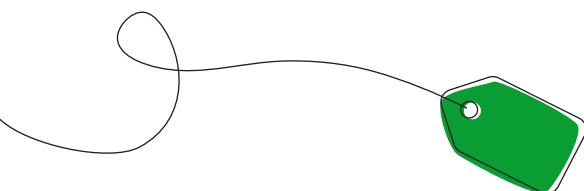
Farmy increases ROAS from 466% to 722% with Performance Max Campaigns



The challenge

Farmy's business model is complex across multiple dimensions. First, selling fresh produce requires a carefully planned delivery system that complies with cold chains. Second, Switzerland is a market spanning multiple languages – this needs to be reflected in their advertising. Third, Farmy sells a wide variety of products with various subcategories. Lastly, food products experience natural peaks and dips throughout the year and consumers' preference can quickly change.

Their campaigns need to optimise for different languages, delivery zones for their fresh produce, and product types. They also need to automatically respond to ever-changing consumer demands. Although Farmy is on a growth journey, efficiency and return on investment are important, so achieving an optimum return on ad spend (ROAS) is imperative.



The approach

Farmy already had an effective and fully-automated Smart Shopping campaigns setup, which had been optimised to maximise their performance.

However, together with the Google Shopping team, Farmy was looking for opportunities to drive incremental results and became an early adopter of Performance Max in November 2021, with the aim of leveraging the extra placement opportunities and ad formats. In order to have their Performance Max campaigns running smoothly before the Christmas peak, Farmy partnered with the Google Shopping team to ensure a successful and timely roll-out.

The Google Shopping team, together with the Farmy SEA team, started testing Performance Max campaigns, analysing performance, and then optimising the campaigns and assets. As Farmy experiences several small peaks throughout the year, building specific asset groups with seasonal assets was essential to leverage Performance Max to the fullest. After the successful test, Farmy rolled out Performance Max campaigns for their entire account.



I joined Farmy in 2017 and introduced performance marketing to the then-startup. After Google launched Performance Max Campaigns at the end of 2021, we reached a whole new level not only in reach but also in click-through rate and conversion rate. We will definitely continue to work with Performance Max Campaigns and partner with the Google Shopping team to optimise our campaign strategy going forward!

Florian Laudahn, CMO





The results

As a result of their fast and full transition to Performance Max campaigns, Farmy were able to grow their online presence, and increase their average ROAS from 466% with Smart Shopping campaigns to an average of 722% with Performance Max. Farmy also improved their average click-through rate from 1.03% to 1.14% and conversion rate from 2.95% to 4.04%.

ROAS increased
from 466% to
722%

Conversion rate
increased from
2.95% to
4.04%



Looking forward

To fully leverage Performance Max campaigns, Farmy is constantly working on creating additional assets and aims to improve the quality of their existing text, video, and image assets. Farmy and the Google Shopping team are also looking at opportunities to optimise the structure of their existing Performance Max campaigns to further align with their business objectives.

About Farmy

Farmy is a Swiss online marketplace for local and authentic produce, sourced directly from local farmers. While Farmy's assortment mainly focuses on Swiss farmer products such as fruit, vegetables, meat, flowers, bread, or dairy products, the online shop also sells everything one needs for a weekly shopping including pet food, cosmetics, pantry products, and beverages.

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.

