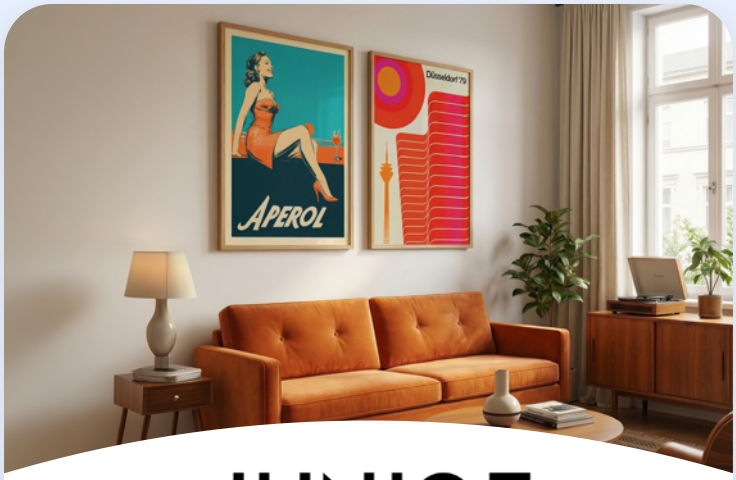
Google Shopping
Comparison Shopping Service

SUCCESS STORY

JUNIQE drives 134% YoY Revenue Growth by Scaling a 9-Million Product Catalog, Leveraging Google Shopping (CSS)'s Feed Optimisation Growth Report



The challenge

JUNIQE is a European e-commerce marketplace for creator-led designs, curated art prints, and home decor. Entering 2026, we set a clear target: 40% growth across our online channels. However, the sheer scale of our catalog stood in the way.

With more than 9 million products per country, our standard setup had reached its limit. New design categories launched with minimal visibility, growth plateaued in our key French market, and our product feed could no longer keep pace with our expanding assortment. In practice, a significant portion of our catalog simply remained unseen.

> *Our primary challenge is the sheer size of our product catalog. Partnering with the Google Shopping (CSS) team proved essential in taking our product feed hygiene and data-driven approach to the next level.*



Maximilian Böll
CMO, Juniqe



The approach

To pinpoint the blind spots created by our catalog size and address the root causes of performance issues, we partnered with the Google Shopping (CSS) team and worked closely with Lena Franzen and Stipe Oreč, our Account Managers.

Together, we shifted from passive campaign management to an active, growth-focused Performance Max (PMax) and feed strategy, guided by **Google Shopping (CSS)'s Feed Optimisation Growth Report.**

Our strategy focused on three key areas:

- **Rebuilding the feed for France:** We localized product titles and descriptions to align with real search behavior for art and lifestyle products, moving away from literal translations.
- **Reactivating dormant products:** To handle our catalog's size, we set up one consistent method across all markets to spot new products and inactive SKUs with zero engagement, bringing them back in front of shoppers.
- **Transitioning fully to PMax:** We phased out our legacy Shopping setup in favor of PMax, establishing a robust creative asset library to ensure new product launches are fully supported from day one.

Google Shopping
Comparison Shopping Service





The results

The results quickly reflected in the numbers, proving that a 9-million-product catalog can be a competitive advantage rather than an operational burden when supported by the right setup.

- **134% year-over-year revenue growth**, driven by broader PMax adoption and improved product visibility.
- **13% quarter-over-quarter ROAS increase in France**, our key market, powered by a localized and advanced feed.

+134%
Year-over-year revenue growth

+13%
Quarter-over quarter ROAS

Looking forward

Feed optimization across Google Merchant Center (GMC) and PMax is now central to our international growth.

Moving forward, we will continue our partnership with the Google Shopping (CSS) team, integrate the automated **Inventory Management Growth Report** to monitor the health of reactivated products, and use the **Growth Opportunity Report** to introduce new artist categories across Europe.

About JUNIQE

JUNIQE is a European marketplace for creator-led design. We partner with independent artists to bring their designs to customers across Europe, spanning wall art and home accessories. Our products are made on-demand in Germany and produced only after an order is placed, keeping resource use and waste to a minimum.

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.

