

SUCCESS STORY

Lepape increases revenue by 41% and average order value by 7% during peak month with Performance Max and GMC feed optimisation



The challenge

Lepape's main objective was to increase sales and basket size during peak weeks to take advantage of market opportunities.

To prepare, Lepape built a unique team of professionals with expertise in digital and modernised their Shopping campaigns strategy by implementing Performance Max.

The approach

The first phase of this project started in Q3 2022, when Lepape created a plan to launch Performance Max campaigns in preparation for the peak months. This included a new campaign structure which put automation at the core, while controlling budgets by product category:

- ✓ Launching Performance Max for 100% of their Shopping campaigns
- ✓ Creating a campaign structure by product category
- ✓ Structuring customised asset groups based on the brand of product categories, for example, if they had five brands in a product category, they'd have five asset groups

The next phase was to optimise their feed in Google Merchant Center (GMC), to provide the algorithm with the highest quality data. **This included:**

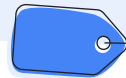
- ✓ **Annotations:** promotions or new shipping options to increase the CTR and traffic
- ✓ **Coupon promotions:** percent-off promotions with coupon codes for specific product categories
- ✓ **Shipping options:** including these in GMC with different options by country, to highlight fast or free shipping alternatives
- ✓ **Product disapprovals:** minimising disapproved products below the 1% threshold

In the final phase, thanks to a positive increase in sales, Lepape's team increased investment to unlock new opportunities in the market during the peak months.

“ Performance Max has allowed us to increase our sales and maximise reach and awareness across channels, while simplifying campaign management. We will continue to partner with the Google Shopping (CSS) team to optimise our campaign strategy going forward ”

Kévin Silvaggio,
E-Commerce Director,
Lepape

Théo Lacourt,
Acquisition Manager,
Lepape



The results

Leveraging the Google Shopping team's knowledge allowed Lepape to implement Performance Max, optimise their feeds, and maximise the impact of the November 2022 peak season. This enabled them to reach their full potential and significantly grow revenue, conversions and average order value.

+41% YoY
Revenue

+32% YoY
Conversions

+7% YoY
Average
Order Value



Performance Max campaigns and Merchant Center innovations helped Lepape to modernise their advertising strategy, be more competitive, and uncover new and relevant placements including display, video, search, and more.

Looking forward

Lepape plans to continue using Performance Max and partnering with the Google Shopping (CSS) team to nurture their online campaigns and continue innovating and optimising their GMC feeds.

To continue taking full advantage of Performance Max, Lepape has added more product references to their feeds and plans to automate the feed optimisation process during 2023. This includes a focus on creating a new campaign structure to align with their business objectives.

About Lepape

Since its creation in 1996, French sports brand Lepape has grown to become a leading online supplier of triathlon, cycling, running, and fitness equipment. With over 9,000 products and partnerships with the most recognised brands in sport, they offer utility, quality, and durability to seasoned athletes and beginners alike.

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.

