

SUCCESS STORY

MediaWorld increases ROAS by 80% YoY with a new and successful Shopping campaigns strategy

80%

Increase in ROAS, YoY

224%

Revenue increase, YoY



The challenge

One of MediaWorld's goals in 2020 was to grow the performance of their e-commerce site and achieve their ROAS targets. Historically, they'd used a strategic and goal-oriented campaign structure, however they found it difficult to analyse reports and recognise which campaigns to prioritise. They needed a solution that would help them to increase traffic and conversions coming from their Shopping campaigns, while maintaining their ROAS target.

“We are proud of the results already achieved. Switching from a traditional approach to a more advanced one while keeping very high expectations on performance wasn't that easy; but thanks to a profitable partnership with the Google Shopping Team, we were able to unlock new opportunities (i.e. smart bidding) while granting high ROAS.”

GIULIA STAFFIERI,
CUSTOMER & DIGITAL DIRECTOR
MEDIOWORLD ITALY

The approach

MediaWorld and their agency, Inmediato Mediaplus, together with the Google Shopping Team, worked closely to streamline their Shopping campaigns structure. After some strategic planning, the teams agreed on a Smart Shopping Campaign strategy and created a new campaign structure based on MediaWorld's product categories. This allowed them to focus their Smart Shopping Campaigns on maximising revenue and ROAS for their most relevant and profitable categories.

“With the support and expertise from the Google Shopping Team, we were able to streamline the structure of our Shopping campaigns with automation, and optimise our Shopping campaigns to their full potential.”

Armando Rispoli, Biddable Media Manager of
Inmediato Mediaplus





The results

Inmediato Mediaplus, with the Google Shopping Team, helped to develop a successful Shopping campaigns strategy for MediaWorld. The Smart Shopping Campaigns simplified campaign management, maximised conversion value, and helped to expand the brand's reach. As a result, MediaWorld increased their ROAS by 80% YoY and revenue by 224% YoY. Through continued category analysis and performance reports, MediaWorld were in a position to tackle better market opportunities and optimise their campaigns.



Looking forward

After the successful results in 2020, MediaWorld plans to continue partnering with Inmediato Mediaplus and the Google Shopping Team to further develop their Shopping campaigns strategy. MediaWorld will continue to focus on automation, ongoing optimisation, and analysing customer and business trends to make their Shopping campaigns one of their best performing channels in 2021.

About MediaWorld

The first MediaWorld store opened in Curno, Italy, in 1991. It wasn't long before the company embraced the world of digital with their e-commerce sales division in 1995, followed by the launch of their mobile platform.

Fast forward to today, MediaWorld has 116 points of sale across Europe. They offer a wide range of products, from home appliances and audio and computer equipment, to services such as digital photo printing, net-music, and e-books.

“ Working with the Google Shopping Team has allowed us to optimise our Shopping campaigns strategy with relevant tools, reports and platforms, in order to reach the right audience at the right time efficiently. ”

NICOLA POGGI, HEAD OF BIDDABLE AND INNOVATION
INMEDIATO MEDIAPLUS

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.

