SUCCESS STORY
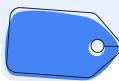
Modanisa.com achieves record breaking revenue growth at 432% YoY through feed optimisation and peak season Shopping campaigns

modanisa

The challenge

With the objectives to capture greater market share and expand their client base across Europe, Modanisa decided it was the right time to adapt their Shopping campaigns' strategy. Their ambitious targets for increased website traffic, coupled with their need to maximise visibility for their vast product range, presented a key challenge as the peak season approached.

432%
YoY revenue growth

14%
Increase in first time buyers

The approach

Given its vast product offering, Modanisa partnered with the Google Shopping team to restructure its campaigns and drive traffic to low visibility SKUs in key European markets. They focused strongly on feed excellence, conducting a feed audit to optimise titles and minimise disapprovals.

After successful results optimising Modanisa's feed, both teams used this opportunity to develop a peak season strategy. The Google Shopping team helped Modanisa set up its first peak season Shopping campaign, geared towards the November peak. Modanisa also tested the new customer conversion goal for Smart Shopping campaigns to help them expand their client base, and worked to ensure the Optimization Score (OptiScore) for Shopping campaigns was at >95% for all campaigns.

> With the support of the Google Shopping team, we've been able to test and optimise Shopping campaign features that were new for us. This has allowed us to create an ideal campaign structure and keep our optimisation scores high by prioritising our feed health. Overall, we were able to remarkably improve the performance of our Shopping campaigns and KPI's, especially in key markets for our business in Europe.

Eyad Mert Mando
Digital Marketing Specialist at Modanisa

Google Shopping
Comparison Shopping Service

The results

By reducing disapprovals in the Google Merchant Center and improving feed quality, Modanisa saw more products being made eligible for their Shopping campaigns. This led to a direct increase in sales and profitability. By applying the best practises recommended by the Google Shopping team, Modanisa saw record breaking revenue growth at 432% year on year, with 343% increase in clicks, and 251% increase in impressions across key European markets. This also had a positive impact on ROI in France (681%), Germany (592%) and the UK (382%). Modanisa also saw an average 14% increase in first-time buyers thanks to the new customer conversion goal for Smart Shopping campaigns.

Looking forward

Modanisa will continue working with the Google Shopping team to incorporate business objectives and strategic data, such as stock levels and profit margins, into their feeds to improve product targeting and campaign efficiency. By continuing to optimise their Shopping campaign strategy, Modanisa expects to continue establishing their brand throughout Europe, increasing revenue and ROI and acquiring new clients.

About Modanisa.com

Launched in Istanbul in 2011, Modanisa.com is Turkey's first international online shopping platform to deliver online modest apparel. The company now has customers in 140 countries, and proudly champions small producers and designers to the world. They are the co-creator of the Modest Fashion Week concept, which has grown internationally and is now staged in London,

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.