

SUCCESS STORY

Moonpig elevates the gifting experience and drives growth with high-quality assets in Performance Max campaigns



The Challenge

Moonpig, a leading gifting retailer in the U.K and Europe, was determined to enhance their Performance Max and Shopping campaigns to strengthen their market leadership. They faced the challenge of optimising their campaigns across numerous peak periods throughout the year, while continuously innovating and adopting new solutions to stay ahead of the curve.

“

With support from the Google Shopping team, we adopted a Performance Max-first strategy, which helped us scale orders and grow our customer base over the past year. In FY24, this approach ensured we maintained our market-leading position in the card and gifting space, and achieved our annual growth targets.

Tom Warnock,

Senior PPC Executive, Moonpig



The Approach

Moonpig partnered closely with the Google Shopping team, embarking on a transformative journey that embraced innovative strategies. Key elements of their approach included:

- **Early Adoption of Performance Max:** Moonpig made a **strategic shift** from Shopping to Performance Max campaigns, leveraging its features to achieve their business goals.
- **Asset Optimization:** Moonpig prioritised high-quality asset creation, consistently using asset reporting to inform their creative decisions. They focused on creating and optimising a **diverse range of assets**, from birthday celebrations to anniversaries and everything in between, demonstrating their commitment to excellence.
- **Tailoring for Multiple Peaks:** Moonpig recognized the unique nature of their gifting business with its numerous peak periods. They worked with the Google Shopping team to **customise bidding strategies, campaign structures, and creatives** to effectively engage customers during these important moments.
- **Embracing Innovation:** Moonpig remained at the forefront of the eCommerce landscape, actively adopting new features like New Customer Acquisition, Profit Optimization and Advanced Feed optimisation techniques. This proactive approach further enhanced their campaign performance.

moOnpig



The Results

Moonpig's strategic approach yielded outstanding results. Their efforts resulted in consistently surpassing the ambitious targets they had set for their Performance Max campaigns. They also saw a remarkable 180% increase in campaign performance for their priority marketing KPIs, alongside a 100% increase in the number of high-quality assets across all Performance Max campaigns.



Looking Forward

Moonpig continues to collaborate with their Google Shopping Account Manager to further refine their campaign strategy and maintain their leading position in the gifting space. They are focused on exploring new solutions and using Google's AI and best practices from the Google Shopping team to continue delivering exceptional customer experiences and drive growth.

About Moonpig

Moonpig is one of the UK's leading card and gift platforms. In FY24, Moonpig delivered 49 million personalised cards, gifts and bouquets in 34 million orders*, helping their customers celebrate all the occasions that matter. Moonpig partnered closely with Google Shopping, embarking on a transformative journey from 2023 to 2024. Through innovative strategies, Moonpig achieved outstanding campaign performance, cost efficiency, and strengthened their leading position in the gifting vertical.

*<https://www.moonpig.group/about-us/overview/>

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.