

SUCCESS STORY

Naturitas achieves a 30% increase in ROAS after testing and adopting Smart Shopping campaigns

30%

higher ROAS from SSC compared to standard Shopping campaigns

44%

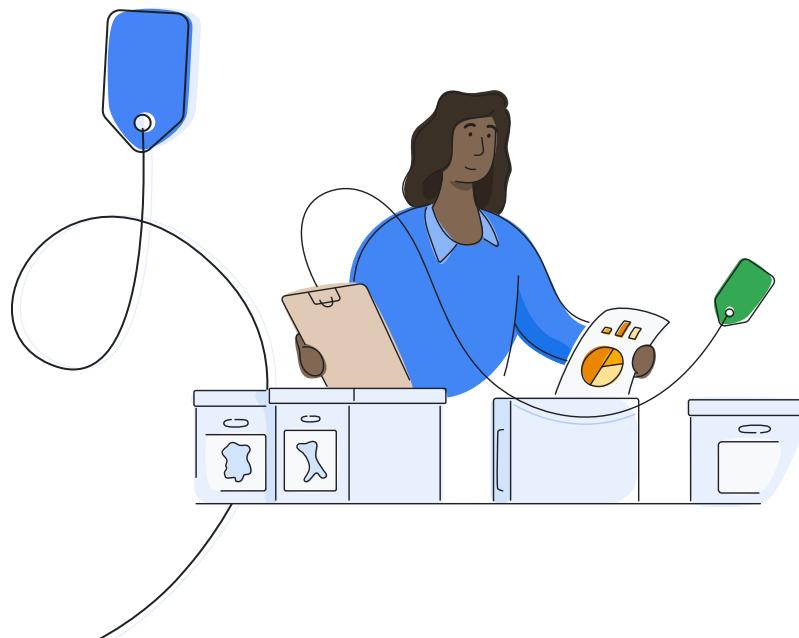
increase in conversion rates from SSC compared to standard Shopping campaigns



The challenge

With an increased dependence on digital channels in 2020, combined with a competitive healthcare market, Naturitas needed to find new ways to grow as a business. Looking to increase efficiencies and become more profitable, Naturitas partnered with the Google Shopping Team to optimise their Shopping campaigns, using Shopping ads as an integral component of their marketing strategy.

With a strong focus on driving higher ROAS across Shopping ads, the Naturitas and Google Shopping teams worked together to develop and launch a Smart Shopping campaigns strategy in its main markets. By rolling out Shopping Ads for all available product ranges, they were able to substantially increase campaign efficiency, improve ROAS, grow new users and overall revenue.



“ At Naturitas, like all the big e-commerce players in general, we are transitioning from a start-up to a big, consolidated company. Now is the time to evolve and improve the profitability, without losing our ambition for growth. Our collaboration with Google Shopping is key to helping us connect with future customers at a healthy advertising price. We expect this to continue being our primary customer acquisition channel in the following years. ”

JAVIER VIZCAÍNO
 HEAD OF GROWTH AT NATURITAS

The approach

Naturitas wanted to test the performance of Smart Shopping Campaigns (SSC) with two overarching goals: to outperform their own ROAS target; and gain additional reach in a particularly challenging year.

Naturitas implemented a traffic split test in Spain between SSC and standard Shopping campaigns, with around 50% of the traffic coming from each campaign type. They regularly monitored, iterated and optimised the campaigns' performance by measuring and comparing the results of each campaign.

The results

Naturitas saw significantly better results from their SSC compared with standard Shopping campaigns, with a 30% higher return-on-ad spend (ROAS) and 44% increase in conversion rates. These impressive results made it an easy decision to switch 100% of their Shopping campaigns to SSC.



Looking forward

Naturitas will continue to partner with the Google Shopping Team to realise its growth strategy, ensuring their main brands receive enough visibility and its Shopping campaigns are fully optimised and aligned to business objectives. This focus will help the company to achieve its ambitious targets for the rest of the year.

About Naturitas

Established in 2014, Naturitas is a leading naturopathy e-commerce company headquartered in Catalonia (Spain). Exporting to more than 20 countries, the company currently has over 100,000 products under 400 different brands.

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.

