

## SUCCESS STORY

Germany

SHOP APOTHEKE EUROPE achieves revenue growth of 80% YoY in partnership with the Google Shopping Team

3x

Increase in Campaign Reach  
(YoY)

80%

Revenue Increase  
(YoY)



## The challenge

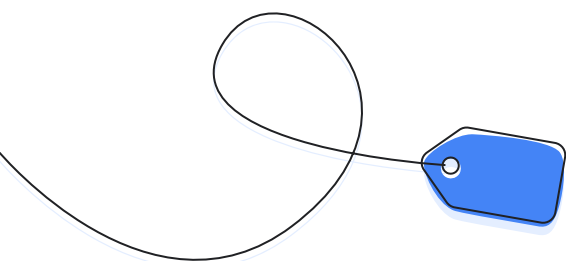
SHOP APOTHEKE EUROPE has partnered with the Google Shopping Team since September 2019. In a highly competitive and dynamic online pharmacy market, they ambitiously set out to increase sales more efficiently while reducing the time spent optimizing their shopping campaigns.

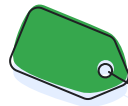
“ In the last couple of months we saw great results for our business thanks to the new approach and support from the Google Shopping Team. Smart Shopping Campaigns are the perfect format for a dynamic market environment and companies like SHOP APOTHEKE EUROPE, enabling us to respond fast to clients' needs. We're looking forward to our partnership and new projects in 2020. ”

SABRINA ROSENKRANZ  
MANAGER PERFORMANCE MARKETING  
SHOP APOTHEKE EUROPE

## The approach

The SHOP APOTHEKE EUROPE and Google Shopping Teams worked together to create a shopping campaigns strategy for 2020 focused on hitting their sales targets through Smart Shopping Campaigns. The aim was to show a variety of ads across networks by combining Smart Shopping Campaigns with existing product feeds and assets. To increase sales more efficiently, the approach was to gradually switch from standard to Smart Shopping Campaigns, leveraging best practices (e.g. number of products per campaign, bidding and seasonal adjustments etc.) as a blueprint to achieve better performance.





## The results

By using Smart Shopping Campaigns, SHOP APOTHEKE EUROPE was able to increase sales and revenue in all product categories while maintaining high traffic on the website. The result was an increase in revenue by 80% YoY. SHOP APOTHEKE EUROPE was also able to increase campaign reach by 3x compared to last year.



## Looking forward

SHOP APOTHEKE EUROPE and the Google Shopping Team will continue working together in 2020 to expand on the existing shopping campaigns. Together they are developing a shopping campaigns plan to explore new growth opportunities using the Shopping-For-Business-Objectives-Approach, going beyond marketing KPIs and using more business data. This approach will help to increase their shopping campaigns efficiency and customer acquisition.

### **About SHOP APOTHEKE EUROPE**

*SHOP APOTHEKE EUROPE already operates online pharmacies in Germany, Austria, France, Belgium, Italy, the Netherlands and Switzerland. SHOP APOTHEKE EUROPE delivers a broad range of more than 100,000 original products to over 5 million active customers fast and at attractive prices. In addition, SHOP APOTHEKE EUROPE provides comprehensive pharmaceutical consulting services.*

## 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.

