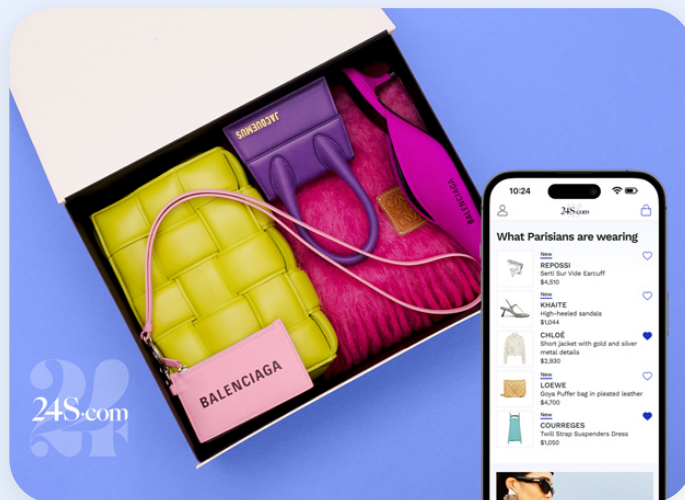SUCCESS STORY

24S grows revenue by 78% YoY and improves ROAS with a profit-based approach to Performance Max campaigns

The challenge

24S set out to optimise their Shopping campaigns using Google's AI-powered ad solutions, including Performance Max campaigns. Their main objective was to grow revenue in the European market, specifically in France, Germany, the UK, the Netherlands, Sweden, Belgium, and Denmark, while unlocking a profit-based approach for their online campaigns.

The approach

Working with the Google Shopping (CSS) team and using first-party business intelligence data, 24S restructured the product feed in Google Merchant Center (GMC) to focus on products that were more beneficial to their business. This included:

- ✓ Weighting products according to business impact and categorising them with custom labels

- ✓ Using a secondary product feed and custom labels to sort products into the most relevant categories

- ✓ Segmenting Performance Max campaigns based on profitability goals at a set ROAS target

- ✓ Refreshing asset groups periodically, including assets focused on promotional events to advertise the most important products

❝ The Google Shopping (CSS) team was a great partner during the migration to Performance Max campaigns, especially in suggesting the right product segmentation to increase our revenue and profitability. Thanks to our teams' efforts, we are now prioritising the most strategic and profitable products in our Performance Max campaigns worldwide. ❞

Victoria Kasyanenko
Traffic Manager, 24S

❝ The Google Shopping (CSS) team gave us some crucial insights before implementing the Content API for Shopping, helping us anticipate potential challenges to be taken into account to make the most out of our Performance Max campaigns. ❞

Charlotte Laurent
Traffic Manager, 24S

Google Shopping
Comparison Shopping Service

The results

Performance Max campaigns and product feed optimisation allowed 24S to focus on their priorities while accounting for their customers' purchase journeys. It unlocked new and relevant placements for their campaigns, including display, video, search, and more, which helped capture customers in the mid-lower marketing funnel stages.
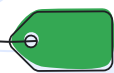
Pivoting towards this profit-based approach gave them a 78% year-on-year (YoY) increase in revenue, while also improving ROAS by 20% YoY.

+78%
year-on-year increase in revenue

+20%
year-on-year increase in ROAS

Looking forward

24S plans to automate feed processing using a content API, including additional first-party data to optimise for profit. They'll also create new campaign structures with the Google Shopping (CSS) team to align with their business objectives. At an advanced stage of the process, they plan to include factors like sell-through rate, length of the full-price sale lifecycle (carry over vs. seasonal), return rate, and shipping costs.

About 24S

24S.com is an exclusive international multi brand luxury online shopping experience, live from Paris. Launched in 2017, 24S connects the entire world to the creative and cultural effervescence of the global fashion capital. 24S brings the spirit and excitement of Paris around the world with a selection of more than 300 fashion and beauty brands. Their clients enjoy privileged access to creations from both prestigious luxury houses and up-and-coming international designers, including talented winners of the LVMH Prize, which 24S supports each year. 24S is also the exclusive online partner of Louis Vuitton, Dior, Celine and Moynat. In addition to its curated selection, 24S reinvents the online shopping experience thanks to a unique combination of digital innovation and bespoke luxury codes.

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.