

Venus increased clickthrough rate by seven percent and decreased cost-per-click by 11 percent with Merchant Promotions

VENUS®

About Venus

Venus was founded in 1982 and is one of the largest direct marketers of women's fashion and swimwear. Headquartered in Jacksonville, FL, Venus focuses on providing the newest fashions, unique collections and superior fit swimsuits.

To learn more, visit www.venus.com

At a Glance

Merchant Promotions Results

- All results compared to standard PLA performance
- Increased CTR by 7%
 - Increased conversion rate by 2%
 - Decreased CPCs by 11%

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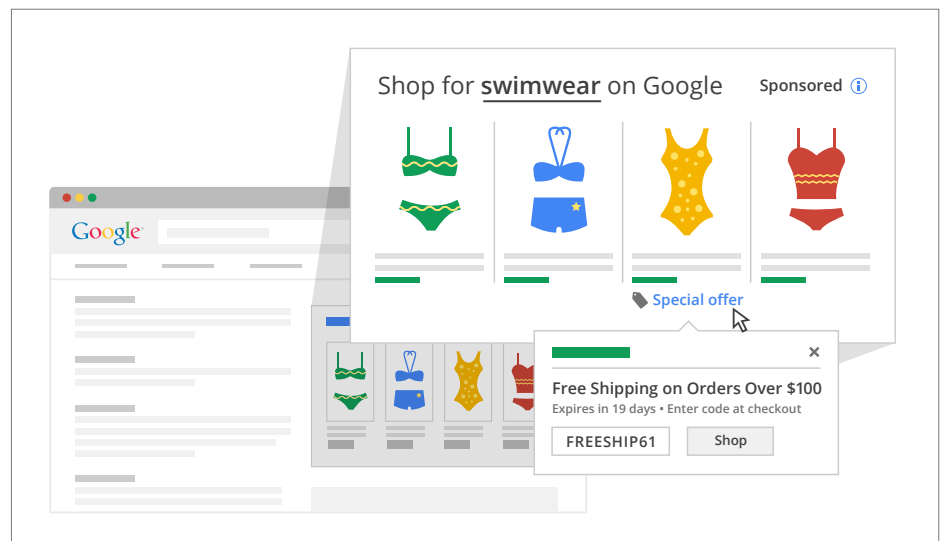
Venus runs its search marketing efforts with the help of search and digital marketing agency, RKG. RKG offers a full range of services including pay-per-click, search engine optimization (SEO), social media, and display advertising. For retailers, RKG also offers comparison shopping engine (CSE) management services that enable online product distribution to over 100 comparison shopping sites and web marketplaces including Google Shopping.

"We chose to try Merchant Promotions because it seemed like a great way for Venus products to stand out against the rest of their PLA competition. In the past, RKG has usually seen that extensions improve CTR, and we didn't think MPs for PLAs would be any exception. Given that MPs highlight a compelling offer, there was a good chance that the extension would improve CR as well."

—Jenny Arcidicono, Paid Search Senior Analyst, RKG

Building on the success of Product Listing Ads

With RKG's guidance, Venus began running Product Listing Ads (PLAs) in July 2010. PLAs appear when someone searches for products on Google. The ads feature product images, prices, as well as a retailer's name. Venus liked the visual nature of the ads, and found them to be effective at capturing customer attention.





About RKG

RKG is a search and digital marketing agency that offers a full range of services, including pay-per-click, search engine optimization (SEO), social media, comparison shopping engine (CSE) management, and display advertising.

To learn more, visit
www.rimmkaufman.com

About Product Listing Ads

Product Listing Ads are search ads that include richer product information—such as product image, price, and merchant name—without requiring additional keywords or ad text. Whenever a user enters a search query relevant to an item in your Google Merchant Center account, Google may automatically show the most relevant products along with the associated image, price, and product name.

To learn more, visit
www.google.com/ads/innovations/productlistingads.html

About Merchant Promotions

Merchant Promotions allow you to distribute your online promotions with your Product Listing Ads on Google.com and Google Shopping. Online promotions show along with Product Listing Ads as “special offer” links and require no additional cost, though CPCs do still apply.

To learn more, visit
www.google.com/offers/business/promotions

In August 2013, RKG suggested that Venus try Merchant Promotions, which allow advertisers to display offers such as free shipping, price discounts, and coupons alongside their PLAs. Merchant promotions are labeled at the bottom of a PLA with a “special offer” link.

Jenny Arcidicono, a Paid Search Senior Analyst at RKG, was excited to try out the new feature with Venus. She said, “We encouraged Venus to implement Merchant Promotions because they seemed like a great way for the company’s products to stand out compared to those of other PLA advertisers. Given that Merchant Promotions highlight a compelling offer, we believed there was a good chance that these promotions would improve PLA performance.”

Ease of implementation

Venus created a “free shipping” offer as its first Merchant Promotion, and RKG was pleased with how easy this was to get started. In just one morning, the agency was able to enable free shipping across Venus’s entire product inventory of over 12,000 items.

“With results like this, our course of action is clear,” says Arcidicono, “We plan to keep Merchant Promotions running across Venus’s entire product inventory for as long as its free shipping offer — or any other new offer — exists.”

— Jenny Arcidicono, Paid Search Senior Analyst, RKG

Looking forward

The results of Venus’s Merchant Promotion were apparent immediately. When seasonal differences were accounted for, Venus’s PLAs with Merchant Promotions had a seven percent higher clickthrough rate (CTR), a two percent higher conversion rate, and an 11 percent lower cost-per-click (CPC) than the company’s standard PLAs.

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