

Transformer Table is expanding globally with Google AI



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Alexandre Doré, Co-Founder and Head of Marketing

Challenge

Montreal's Transformer Table is creating space-saving furniture that doesn't compromise on style. But, after successful growth in North America, they wanted to share their products with consumers around the world and needed insights around what markets to explore next.

Solution

Transformer Table looked to Google. They leveraged Google's AI powered Ads tools like geo-targeting to identify the right markets for expansion based on product fit, profitability and competition. The Transformer Table team was also able to uncover region-specific insights and search volume to help understand how to expand their reach.

Impact

With help from Google Ads, Transformer Table expanded into four new international markets, growing table sales by 35% and revenue by 55% year over year. They also achieved a 15x Return on Ad Spend, and have plans to continue growing globally.



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