



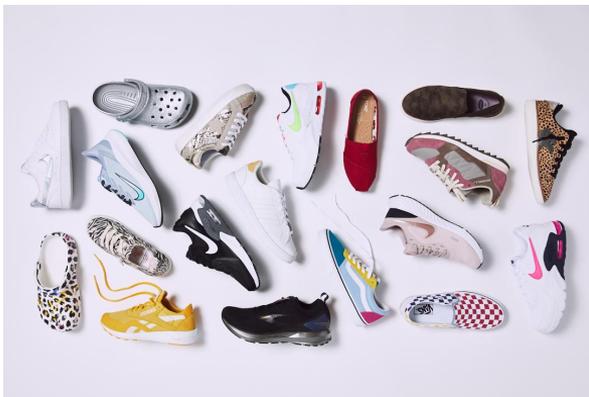
# DSW improves sales by adding promotions to its Shopping ads

## DSW

DESIGNER SHOE WAREHOUSE®

DSW

United States • <https://www.dsw.com/>



## The challenge

Designer Shoe Warehouse (DSW) offers dress, casual and athletic footwear and accessories. Search marketing is one of the ways for DSW to reach its online customers. It had already been actively using Shopping ads to drive traffic to its website and wanted to continue improving its conversions.

## The approach

In partnership with its digital marketing agency, 360i, DSW started enhancing its Shopping ads with promotions, a free feature that highlights special offers for online shoppers. Each promotion is featured below the Shopping ad with an annotation that expands into a pop-up with additional details and link to redeem the offer. Both DSW and 360i worked together with Google to set up a promotions product feed to submit ongoing promotions. Over a 5-week experiment period, they were able to submit various types of promotions to evaluate performance.

## The results

DSW's Shopping ads that showed with promotions saw an overall increase of 17% in click-through rate (CTR) and improvement of 12% in conversion rate (CVR). Not only did it improve performance, the campaign also delivered more conversions during the experiment period. As a result, DSW is now supporting and adding more promotions to its Shopping ads more frequently.

## Product features

### Merchant Center

> [Promotions for Shopping ads](#)

“Promotions have helped our ads to stand out in comparison to other Shopping ads for the same search query. This feature has been a valuable tool for our business to highlight our time-sensitive product promotions and has improved the overall performance of our ads.”

—Julie Roy, VP Marketing Strategy & Messaging, DSW

**+17%**

Increase in  
click-through  
rate (CTR)

**+12%**

Improvement  
in conversion  
rate (CVR)

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