DSW improves sales by adding promotions to its Shopping ads

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.

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