



CASE STUDY

Burke Decor boosts results with Smart Shopping campaigns

Bringing world-class design talent to homeowners

[Burke Decor](#) is an online boutique that caters to interior decorators and do-it-yourselfers, boasting a vast online catalog of décor and furniture. Burke Decor's home store began as a small design-oriented boutique. Today, its online catalog features over 80,000 items. The brand, which started using Google Ads in 2014 to help scale and grow the business online, features items in product categories ranging from wallpapers and rugs to cabinets and coffee tables on its site.

Since its 2007 launch, Burke's advertising needs have evolved with its growth. Burke Decor most recently incorporated automated bidding strategies, such as target return on ad spend (tROAS) to test with Smart Shopping. When the COVID-19 pandemic hit, it brought concerns that traffic to Burke Decor's website would decrease as the world entered a period of unpredictability. As the holiday season loomed, the brand looked for innovative ways to drive revenue across its suite of products.

Using Shopping campaigns to drive online sales

Burke wanted to improve shopping performance ahead of the holidays, knowing that fall would be a crucial time period for testing ahead of Q4. Burke Decor implemented a Smart Shopping test at the end of August

BURKE DECOR

Burke Decor

Boardman, Ohio, U.S.

<https://www.burkedecor.com/>

420% ROAS*

\$130k in incremental revenue*

*after implementing Smart Shopping campaigns

“This year brought so much unpredictability. But with the help of Smart Shopping campaigns, we were able to expand our campaigns for underperforming products ahead of the holiday season and increase ROAS from 350% to 420%.”

— Kayvon Ewing, Strategist at Tinuiti



in partnership with Tinuiti for a subset of underperforming home decor products. The brand selected seven product groups that had an average of 350% ROAS, which was below its 400% ROAS goal. Burke saw immediate results, with an improved ROAS at 420% and a 98% increase in incremental revenue one month after launching the test.

Burke Decor noticed the Smart Shopping campaigns were being limited by budget capping. Two weeks after launching the test, the team ended up increasing its budget by 3X to scale improved performance. Using Smart Shopping campaigns generated higher ROAS and provided incremental revenue. As a result of the test, the Burke Decor and Tinuiti teams worked with Google to create a robust expansion plan for Q4 to further capitalize on the strong results. Looking ahead, Burke Decor plans to expand Smart Shopping campaign adoption and test more tiers of products.

“By turning on Smart Shopping campaigns, we were able to increase ROAS and provide incremental revenue — and we capitalized on those test results by creating an expansion plan for the rest of the year.”

— Kayvon Ewing, Strategist at Tinuiti

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