

Ambush Board Co. drives 115% more conversions by pairing Shopping Ads with Google Shopping Actions



Ambush Board Co. is a sporting goods retailer that specializes in board sports equipment, apparel, and accessories.

Kennesaw, Georgia • <https://www.ambushboardco.com/>



The challenge

- Ambush Board Co. wanted to grow its online presence and build on its previous success running Google Shopping Ads.

The approach

- Ambush Board Co. partnered with Feedonomics, a full-service product feed platform, to test the impact of running Google Shopping Actions and Shopping Ads at the same time.
- The brand ran Shopping Ads for four months before bringing in Google Shopping Actions, which gave customers the ability to use universal shopping cart, saved payment credentials, and the Buy with Google guarantee.
- After four months, the brand compared its performance before and after running both Google Shopping Actions and Shopping Ads.

The results

- Using both Shopping Ads and Google Shopping Actions helped Ambush Board Co. increase conversions and total revenue by 115% and 104%, respectively.
- The brand was especially pleased to see an increase in sales during off-peak seasons.
- Ambush Board Co. plans to continue using both Google Shopping Actions and Shopping Ads to increase cost-efficiency and drive more sales.

Methodology

Pre/Post Analysis of Shopping Ads and Shopping Actions Performance, October 2018. Shopping Ads anchor period 5/30/2018 - 9/30/2018 vs. Shopping Ads with Shopping Actions anchor period 10/1/2018 - 2/1/2019.

“We’ve been running Google Shopping Ads for the past five years and saw an opportunity to further boost our visibility on Google. By using Google Shopping Actions to feature our products on more platforms, we were able to more than double our revenue.”

– Eric Elliott, Co-Founder, Ambush Board Co.

115%

increase in conversions

104%

increase in total revenue

