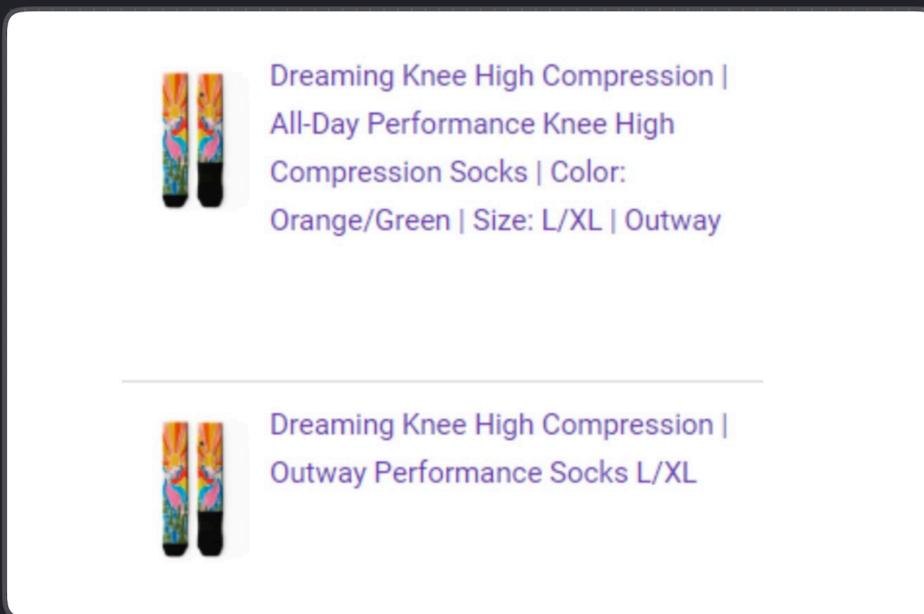


Our Product Feed Build Led To A 37% Higher ROAS

Problem

Outway Sock’s feed was severely underoptimized and they needed a rebuild right before BFCM. This was preventing them from ranking effectively in Google Ads & organic product auctions, ultimately leaking revenue from their advertising mix.



Our Solution

Built a totally optimized product feed complete with:

- Optimized Titles & Descriptions
- Lifestlye & Splash Imagery Tests
- Consolidated Product Types To Reduce Inputs For Bidding Algorithm
- Complete Product Sourcing System To Easily Segment Top and Bottom Performers

All of this was completed in a short 3 day turnaround time due to the gravity of the situation.

Results

⤴ +37% ROAS in Google Shopping YoY

⤴ +26% Spend YoY

⤴ Spent more in Google Shopping than previous 5 months combined during first month of management.



Optimizing our product feed just before BFCM was a game changer. In just three days, we revamped everything – from titles to imagery – and saw a 37% increase in ROAS. The results speak for themselves, and we’ve never spent more efficiently on Google Shopping.”

Anne Turner

Paid Ads Implementation Supervisor

Ready to see similar results for your brand? Let's optimize your marketing strategy and drive new customer growth today!



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