

BabyEarth grows, extends its reach with Google Shopping



At a Glance

Goals

- Increase reach and market share

Approach

- Launched a PLA campaign on Google Shopping
- Expanded PLA targets from under 100 to 10,000+

Results

- Raised PLA revenue 129 percent
- Increased value of overall paid-search program

"Retailers like BabyEarth who are moving quickly with PLAs are being rewarded with the opportunity to test and gain market share at a lower cost."

—Michael Griffin, founder and CTO, Adlucent

BabyEarth is a baby-products retailer and specialty store with an eco-friendly flair. Offering a combination of tried-and-true favorites and hard-to-find innovative products, BabyEarth is dedicated to simplifying parents' lives and ensuring their babies' health, happiness, and safety.

Expansion and control

Building on its online success, the Austin-based company looked for new ways to increase its reach and market share. BabyEarth worked with Adlucent, a retail paid-search and analytics company, to launch and manage Google Shopping Product Listing Ads (PLAs) on Google Shopping in August 2012.

"What sets BabyEarth apart from competitors is our unwavering dedication to delivering the best to our customers – whether it's products, services, or an experience," said Steve Steinberg, BabyEarth chief marketing officer (CMO). "We were successful with our overall self-managed, paid search program, but PLAs on Google Shopping offered a new way to increase our market share while carefully controlling our ad spend."

Promoting its whole catalog

To better promote its complete product catalog, BabyEarth quickly expanded the number of PLA targets from less than four to over 20,000. It identified products that performed well, based on results for related stock keeping units (SKUs), and aggressively promoted related advertisements through text ads and PLAs. BabyEarth also analyzed search queries to determine whether the highest-quality matches were being made with the advertisements, and used negatives to eliminate unwanted traffic or direct it to the appropriate ads. Queries closely aligned with customer intent were optimized and aggressively promoted.

In addition, BabyEarth asked Adlucent to incorporate margin goals into the overall PLA management strategy. Aggressively promoting products with the most value to BabyEarth, while actively managing low-margin products, has led to smart and sustainable growth for BabyEarth's paid-search program.

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'Showing the industry how to succeed'

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About Google Shopping

Google Shopping is a new experience for finding, researching, and discovering where to buy products online and nearby. Google Shopping includes new features designed to make shopping even more intuitive, beautiful, and useful on google.com and google.com/shopping.

For more information, visit
www.google.com/ads/shopping

About Google AdWords

Google AdWords is a performance-based advertising program that enables businesses large and small to advertise on Google and its network of partner websites. Hundreds of thousands of businesses worldwide use AdWords for text, image, and video ads priced on a cost-per-click (CPC) and cost-per-impression (CPM) basis. Built on an auction-based system, AdWords is a highly quantifiable and cost-effective way to reach potential customers.

For more information, visit
<http://adwords.google.com>

cost,” said Michael Griffin, Adlucent founder and chief technology officer (CTO). BabyEarth is taking the next big step and focusing on ways to reach the right audience to continue to get the highest return on ad spend. It is showing the industry how to succeed with Google Shopping by continuously optimizing the product feed and unique product data, proactively managing bids, and using search-query data to drive investment strategy.

With its increased reach, BabyEarth has seen impressive year-over-year growth in PLA revenue – 193 percent in August 2012, followed by 201 percent the next month. Average monthly PLA revenue has increased 129 percent. This growth has been instrumental in increasing the value of the company’s overall paid-search campaign.

About BabyEarth

Growing from a tiny start-up in a two-car garage to a company that boasts one of the largest selections of eco-friendly baby products in the market, BabyEarth is committed to providing only the best for babies. For more information, visit www.babyearth.com

About Adlucent

Based in Austin, Texas, Adlucent is a marketing technology and analytics agency focusing solely on retail and e-commerce companies, including more than 130 retail brands. For more information, visit www.adlucent.com

