

Boatersland adopts Google Product Listing Ads to raise revenue by 30%, site transactions by 52%



About Boatersland Marine

Based in Solon, Ohio, near Lake Erie, Boatersland offers marine electronics, boating equipment, and supplies. They sell the newest models, updating the website as products become available from manufacturers. Boatersland ships to customers internationally.

To learn more, visit www.boatersland.com

At a Glance

Google PLA Results

- 30% higher revenue, 52% more transactions
- Strong ROAS from efficient cost-per-transaction
- Additional revenue allowed for improvements to infrastructure

Drive qualified traffic

Driven by a passion for boating and extensive experience in retail, John Matejovich launched Boatersland Marine in 2003 out of his basement. Over the next decade, Boatersland evolved from a two-person operation into a leading retailer of boating equipment and marine electronics and supplies. To build Boatersland from the ground up, Matejovich has long used Google AdWords to drive qualified traffic to the website — Boatersland’s lifeblood — and grow the business.

Set sail with Google AdWords

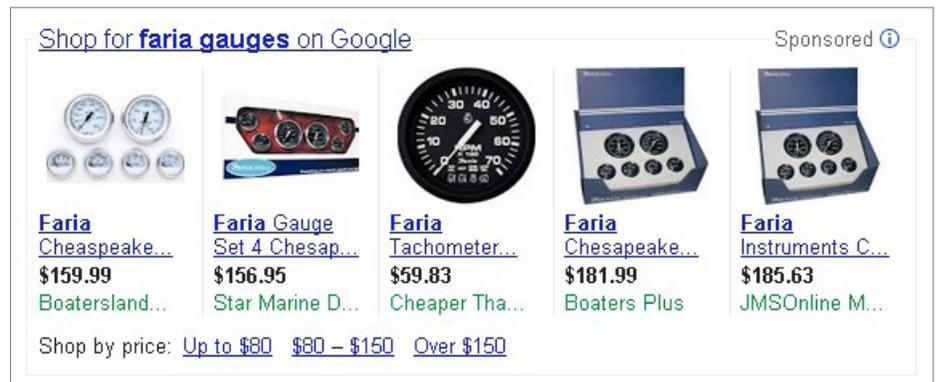
Matejovich turned to AdWords to generate traffic soon after getting his new business online. “I credit AdWords with the successful launch of the business,” he says. “It’s amazing how fast revenue went from practically nothing to pretty substantial, once AdWords kicked in.”

After managing his AdWords account single-handedly for several years, Matejovich began working with ecommerce marketing firm Exclusive Concepts in September 2011. Together, they worked to make his campaigns more profitable.

“With more than 30,000 products, how do you build an ad for each product? Product Listing Ads let us do that automatically.”
— John Matejovich, founder, Boatersland Marine

Create product-specific ads at scale

Boatersland now invests the majority of the online marketing budget with Google, using both search and display. With the goal of driving sales, Boatersland began using Google Product Listing Ads (PLAs), which are search ads featuring richer product information, such as price, product image, and merchant name.



A Boatersland Product Listing Ad.



About Exclusive Concepts

Exclusive Concepts is a Google Certified Partner specializing in retail marketing and ecommerce. Based in Burlington, Massachusetts, the agency focuses on building custom solutions for clients, and also offers search engine optimization, email marketing, conversion optimization, and site-speed testing services.

To learn more, visit www.exclusiveconcepts.com

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.

To learn more about Google AdWords, visit <http://adwords.google.com>

Shop for **faria gauges** on Google

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Product Image	Product Title	Price
	Faria Chesapeake SS White 6 Gauge Set	\$159.99 - Boatersland Marine
	Faria Gauge set 4 Chesapeake Marine D...	\$56.95
	Faria Tachometer...	\$59.83
	Faria Chesapeake...	\$181.99
	Faria Instruments C...	\$185.63

All Products Come with Full Warranty!

Price filters: \$80 \$80 - \$150 Over \$150

A Boatersland Product Listing ad shown with accompanying promotion text.

“We wanted to create product-specific AdWords ads and get them in front of customers,” Matejovich says. “With more than 30,000 products, how do you build an ad for each product? Product Listing Ads let us do that automatically, using product feeds and images from our website.”

Draw more qualified leads with relevant product data

Google uses Merchant Center product feeds to show Product Listing Ads relevant to users’ queries on Google Search and Google Shopping. Whenever a user enters a search query relevant to an item in Boatersland’s Merchant Center account, Google automatically shows the most relevant products, along with the associated image, price, and product name. This helps Boatersland increase the quality of their leads, by featuring product information directly in the ads to help customers make informed purchase decisions.

To ensure that potential customers see the freshest, most-relevant information about the products, Boatersland updates the Merchant Center product feed daily. Exclusive Concepts helps Matejovich optimize the feed and create finely segmented PLA campaigns based on product type, such as boat covers, boat paint, and marine instruments, using highly targeted bids and promotional messaging.

“Product Listing Ads dramatically improved our results and changed our business.”

—John Matejovich, founder, Boatersland Marine

Boost revenue and transactions with PLAs

After integrating Product Listing Ads into the ad strategy in 2011, Boatersland’s revenue and transactions were at their highest in 2012, compared with the previous four years. Site revenue increased 30 percent and transactions grew 52 percent. Product Listing Ads also give Boatersland an efficient cost-per-transaction, generating a strong return on ad spend (ROAS).

“The increased revenue allows us to reinvest in our infrastructure, with improvements to both our website and the back-end,” Matejovich says. He adds that Google’s share of Boatersland’s marketing budget grew from 20 percent to over 90 percent after the positive experience. “Product Listing Ads dramatically improved our results and changed our business.”

