

Eastbay cuts costs, boosts conversions and revenues on Google Shopping



At a Glance

Goals

- Reducing costs while driving conversions and sales

Approach

- Launched a PLA campaign on Google Shopping

Results

- Cut CPC by 51 percent
- Increased conversion rate by 195 percent
- Raised revenue by 160 percent
- Lowered cost of marketing (increased efficiency) by 48 percent

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—Ross McCullion, SEM analyst, Eastbay

Eastbay is a leading worldwide supplier of athletic shoes, clothing, and sports equipment, offering an online inventory that includes professional-level products from a wide variety of trusted brands.

'If you look good ...'

To increase online sales, efficiency, and profitability, Eastbay turned to Inceptor, a leading search marketing agency. Together, they launched a campaign using Google Product Listing Ads (PLAs) on Google Shopping.

"'If you look good, you'll play good,' is the sentiment we hear from our customers time and time again," says Ross McCullion, Eastbay search engine marketing (SEM) analyst. *"Product Listing Ads on Google Shopping allow Eastbay to show our customers the products that they're looking for, while increasing our rate of conversion. The well-placed visual elements of PLAs have made a significant impact on our business."*

A win-win campaign

Eastbay initially ran PLAs as a test, but recognized that a hybrid program consisting of the best of PPC (pay-per-click) and CSE (comparison shopping engine) would attract better-qualified searchers and buyers and become a strong, new revenue source.

"Since launching PLAs, we've found that the program offers not only efficient revenue, but also an easier way to manage product inventory for campaigns, with great targeting options and premium real estate within the search engine results pages (SERPs)," McCullion says. *"And, the image-based result cuts through the clutter of text ads."*

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"It's a win for the consumers, because they can see the product before clicking. And it's an even bigger win for the retailers, as they are driving more qualified clicks to their site," says Josh Fialky, Inceptor manager of search operations. McCullion adds, *"Retailers like Eastbay finally have the ability to highlight and promote specific products and offers with images. All of these improvements to the user experience will make Google Shopping an important online shopping destination and a crucial part of an integrated e-tail search strategy."*

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>

Results speak for themselves

The retailer is running nearly all of its Eastbay and Footlocker products on PLAs, and plans to roll out more products on partner sites. Eastbay's investment in and revenue expectations for PLAs continue to grow rapidly. Eastbay cut both its cost-per-click (CPC) and overall marketing costs roughly in half in August 2012, compared with a blended average for fourth quarter in 2011. Simultaneously, its conversion rate and revenues both soared.

"Data speaks for itself," McCullion concludes. "And our August numbers crushed expectations."

About Eastbay

Based in Wausau, Wisconsin, Eastbay was founded in 1980 by two high-school coaches who wanted professional-quality shoes for their athletes. The company began as a grassroots project that grew into a worldwide direct-mail catalog and Internet sales conglomerate. For more information, visit www.eastbay.com

About Inceptor

Founded in 1999, Inceptor provides holistic SEM solutions, including search engine optimization (SEO), PPC-management services, CSE management, and social-media marketing strategies. Inceptor is a Digidot company. For more information, visit www.inceptor.com

