

Front End Audio hears sweet sounds of success on Google Shopping



At a Glance

Goals

- Reducing costs while driving conversions and sales

Approach

- Launched a PLA campaign on Google Shopping

Results

- Tripled CTR
- Raised conversion rate
- Reduced cost per conversion 75–80 percent
- Saw PLAs account for 15 percent of total sales

"We will be putting more advertising dollars into my PLAs and Google Shopping."

—Shane Selby, owner/operations, Front End Audio

Front End Audio offers recording and live-sound equipment sales and customer service from its facility in Columbia, South Carolina. The professional staff has years of experience in the sound industries. "From Grammy and TEC award-winning albums, gold- and platinum-certified albums, rock, jazz, orchestral, R&B, and hip-hop, our guys have seen and been a part of it all," says owner Shane Selby.

'Premier shopping search engine'

As a small-business owner, Selby handles Front End Audio's day-to-day business operations and manages all the advertising. He was unhappy with the company's overall product campaigns. Their online ads weren't performing well, the conversion rate was low, and the cost-per-conversion was extremely high. In mid-September 2012, Front End Audio deployed Google Product Listing Ads (PLAs) on Google Shopping. Within weeks, PLAs accounted for an impressive 15 percent of total sales.

"We developed PLA campaigns on Google Shopping to retain our Google Shopping listings and develop an additional advertising channel with Google," Selby says. "We understand that Google is the premier shopping search engine, and we needed to advertise accordingly to attract high-quality customers. PLAs gave us the opportunity to target high-performing products and feature Front End Audio as a retailer."

Up within 'a couple of hours'

"We had two main reservations about the transition to the commercial model with Google – cost and time," Selby says. "We were surprised to find that the transition was very simple, and setting up and developing the PLAs was a straightforward process. Within a couple of hours, our PLA campaign was converted and our ads were running and performing."

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Selby then carefully refined the PLA campaigns to target and bid aggressively on core products and to attract quality traffic. "Our conversion rate has increased, and our cost-per-conversion is much less than prior campaigns," he says. "Cost and time are no longer factors."

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>

'More conversions than ever before'

Since adopting PLAs, Selby adds, "We are encouraged by the improved performance our campaign has achieved. Our clickthrough rate (CTR) has tripled, and we're achieving more conversions than ever before. The result is that our cost-per-conversion has been reduced 75 to 80 percent, and the quality traffic we have received has ultimately increased our sales."

Front End Audio will continue monitoring and fine-tuning to ensure that the PLA campaigns are performing effectively and efficiently. "We have the data, the cost, and the ability to understand and react to changes in our campaigns," Selby says. "Based on the data we've received to date, we will be putting more advertising dollars into our PLAs and Google Shopping."

About Front End Audio

Front End Audio helps customers find the gear needed to be successful in their recording projects. It carries numerous product lines, ranging from boutique and high-end, professional-quality tools to entry-level products for the home-recording enthusiast. Front End Audio has a onsite studio for product training and customer demonstrations. For more information, visit www.frontendaudio.com

