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### About Minted

Founded in 2007, Minted was an early pioneer of crowdsourcing product design. The San Francisco-based company holds monthly open art and graphic design challenges. Their goal is to use technology to allow the online community to discover the work of great designers from all over the world.

To learn more, visit  
[www.minted.com](http://www.minted.com)

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### At a Glance

#### Results

- 10% more clicks
  - 14% higher revenue
  - 6+x improvement in CPA
  - Performance doubled with CI optimization
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## Minted doubles performance with Channel Intelligence and PLAs

### Showcasing their strength in campaigns

Minted is an online marketplace for independent design, crowdsourcing graphic design and art from thousands of independent designers worldwide. To better help their customers find the prints, cards, and invitations they're looking for, Minted turned to Channel Intelligence (CI) and Google Product Listing Ads (PLAs) on Google Shopping.

The design company focuses on three very big targets—the stationery, wall-art and party-decor markets. According to Minted, these industries represent roughly \$65 billion. The website also holds open design competitions. Visitors vote for their favorites online, and Minted then sells the winning designs as fine paper products, like [Christmas cards](#).

"Minted's greatest advantage is our beautiful product design," says Mariam Naficy, company founder and chief executive officer. "Product Listing Ads help us bring our design advantage into the search channel in a way that wasn't possible before. PLAs let us showcase the strength of our design, stand out from competitors and attract customers who appreciate great design."

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—Mariam Naficy, founder & CEO, Minted.com

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### Offering shoppers a better experience

Product Listing Ads give online shoppers rich product information, such as an image of your product, the price, and your merchant name—all without requiring keywords or ad text. You pay for a PLA only when someone clicks on your ad and lands on your website.

PLAs also automatically sync with Minted's product feed, so the site can push new designs and product categories as soon as they launch, and attract high-quality traffic. "We appreciate how PLAs automatically match our products with appropriate search terms, reducing the manual effort and time required to get a campaign up and running," Naficy says.

In addition, PLAs help Minted discover relevant search terms that are likely to work in their new product categories. PLA campaigns also help to monetize their "long tail" products in search, by automatically matching relevant keywords to product categories—Minted doesn't have to build specific ad groups for those individual keywords.

### Higher ROIs and more clicks

"We see a high return on investment for our PLA campaigns," Naficy says. "When we added PLAs, we saw a 10 percent increase in clicks and a 14 percent increase in revenue, which speaks to the high quality of the traffic from PLA campaigns."

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## About Channel Intelligence

Channel Intelligence (CI), a subsidiary of Google, helps companies sell more by bringing retailers and consumers together through optimized online experiences. CI's Shopping Engine Services maximize return on ad spend, and CI's Where-to-Buy Services drive shoppers to preferred retailers for brand purchases.

To learn more, visit  
[www.channelintelligence.com](http://www.channelintelligence.com)

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For the [Christmas cards](#) campaigns, PLAs provided a 6+x improvement in CPA efficiency, compared to other campaigns Minted was running. When Minted shifted the campaigns to CI in late 2013, overall performance quickly doubled.

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## Excited about future campaigns

"We have all of our products listed on Google Shopping, and will continue to optimize our campaigns with Channel Intelligence," Naficy says. "Since Minted is a community of designers with evolving products and fresh, new design, we are excited to experiment and utilize different Google Shopping features with new products down the line."

