adamicus helps major European fashion client improve sales and ad visibility with Channel Intelligence

adamicus
digital performance marketing

About adamicus

Munich-based adamicus GmbH is a leading digital marketing agency for the European fashion, lifestyle, and FMCG industries. Founded in 2004, they offer digital brand management, operational support, and e-commerce consultancy services for many top brands. adamicus is active in every European country and in Russia, providing services in 11 languages.

To learn more, visit
www.adamicus.de

At a Glance

Results
• 250% higher sales in UK
• 150% higher sales in Germany
• 170% higher traffic in UK
• 130% higher traffic in Germany

German digital agency adamicus offers a wide range of online performance marketing and e-commerce consultancy services for European fashion, lifestyle, and fast-moving consumer goods (FMCG) brands. In 2014, they partnered with Channel Intelligence (CI) by Google to provide feed-optimisation and feed-management services to an important, high-end international fashion client. Their joint goal was to boost sales and raise the visibility of the client's Shopping ads on Google Shopping.

"Shopping ads have become a crucial part of the overall online marketing campaign mix for our clients," says Julia Leonhard, head of search engine advertising (SEA) for adamicus. "Aside from driving sales, Google Shopping gives us insights into optimising our other campaigns, as well as identifying best-selling products and trends."

A quick rise in performance

The CI-adamicus team's biggest challenge was improving the quality of product data provided by the client to the agency. The team found that data was often too generic or incomplete for most products. Working closely with everyone involved, CI conducted detailed raw-data-feed audits and discussed realistic optimisations with adamicus.

In the end, CI optimised the feed for *every* product, adding brand names, gender, size, and colour to titles to improve engagement of the Shopping ads. CI enriched the titles with additional, high-volume search terms—adding *watches* to titles that previously said only *chronograph*, for instance, or specifying whether shoes were *business or casual*, or using the term *polo shirt* rather than simply *polo*.

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> *—Julia Leonhard, head of SEA, adamicus*

All bidding remained with adamicus, while Channel Intelligence focused on optimising product data for test markets in the UK and Germany. "We were really surprised how quickly performance improved in both visibility and sales after Channel Intelligence launched new feeds in the markets," Leonhard says. "Even small changes to the data quality can make a big impact for ad performance on Google Shopping. We did not really expect such a big increase in volume in such a short time!"

adamicus and CI added more relevant information to the client's product feeds in 2015, to further increase efficiency of the Shopping campaigns. Based on detailed Shopping performance data provided by a new Floodlight tag, CI added dynamic custom labels to the product feed. These custom labels prompted

adamicus' bidding technology to adjust the maximum cost-per-click (CPC), automatically, based on actual Google Shopping performance.

The change helped improve the client's return on investment (ROI) and increase product visibility in the target markets. Year-over-year revenue rose around 250 percent and 150 percent in the UK and Germany, respectively. Their fashion client continued to see improved performance from their Shopping campaigns. In December 2015, the client's online traffic in the UK and German markets rose over 170 percent and 130 percent, respectively.

Clicks vs Revenue by Month - UK

Clicks vs Revenue by Month - Germany
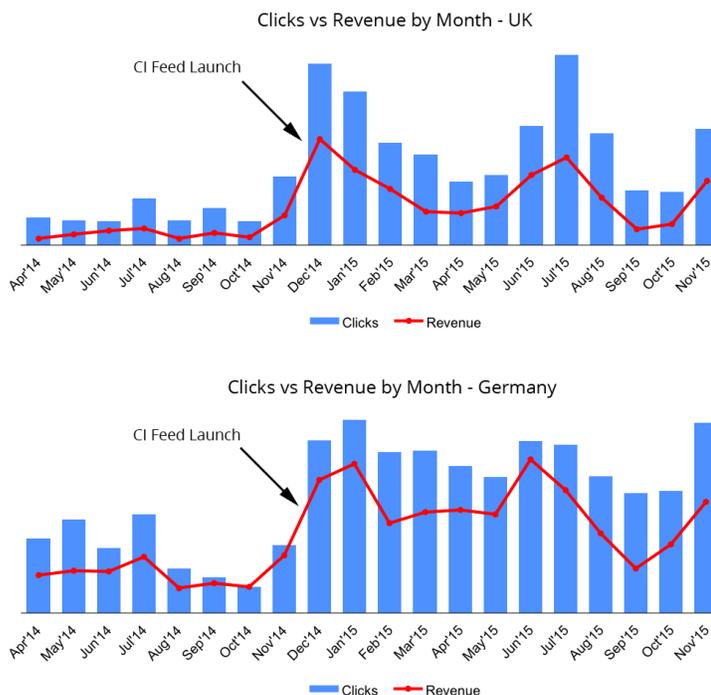
Alignment and continued partnership

Leonhard attributes the excellent results in part to adamicus' close working relationship with Channel Intelligence and access to the latest Google Shopping updates and data. "It's very helpful to have CI regularly communicate with our existing account team within Google," she says. "This ensures that we are all aligned and working on the same goals."

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adamicus and CI plan to continue their successful partnership. They will use product data to influence smarter bidding strategies, which in turn will help the client further improve sales and performance. "Google Shopping is an important part of our online marketing activities," Leonhard says. "We are sure that the importance of Shopping ads and high-quality feed data will grow over the years."