



SUCCESS STORY

 Germany

Tchibo increases sales from Showcase Ads by 150% with a successful shopping campaigns strategy

2.5x

Showcase Ads Impressions
(Sept '19 vs Nov '19)

150%

Sales Increase
(Sept '19 vs Nov '19)



The challenge

Tchibo's objective was to increase presence and sales during the stages when a user starts the purchase journey and explores products on Google Search. Tchibo's performance on queries with intent to buy were already good compared to when a user started the journey.

“ With our products, we strive to continuously inspire our customers. With the usage of Showcase Ads and support from the Google Shopping team we were not only able to increase our traffic & sales, but also give them a better outlook of our theme worlds. ”

INGRID ANA GLADIS
TEAM LEADER SEA & PSM/CSS

The approach

The Tchibo and Google Shopping Teams discussed how using the best practice approach for showcase ads would help Tchibo place the right ad when the user started a Google Search. They used this approach – which included creating a relevant number of ads per campaigns, not-too-granular segmentation of new categories, and adapting the bidding strategy – to structure new showcase campaigns. Additionally, one “catch-all” ad group per campaign was created to cover queries outside the new structure. The Google Shopping Team helped by offering detailed advice on how to set up and implement campaigns.

The results

Partnering with Google Shopping helped Tchibo extend their showcase campaigns to 15 more sub categories. They achieved 2.5x more impressions and 150% increase in revenue sales (Sep '19 vs Nov '19) from showcase ads. Placing an ad at the beginning of the user's purchase journey also helped Tchibo stay relevant throughout the purchase funnel. Regular adjustments and monitoring of the campaign performance helped reach the desired goals amidst a changing market landscape.



Looking forward

Tchibo and the Google Shopping Team will continue working together in 2020, developing and expanding on the existing shopping campaigns. Together they are planning to create a shopping campaigns plan to optimise the current performance and explore new growth opportunities. The plan for 2020 is to increase showcase ads using dynamic solutions, thereby reducing manual campaign creation and implementation.

About Tchibo

Tchibo is a German chain of coffee retailers and cafés. It is known for its range of non-coffee products that change weekly, including: clothing, furniture, household items, electronics and electrical appliances. In Germany, Tchibo's slogan is "Every week a new world".

What is Google Shopping?

Google Shopping is Google's CSS and a Premium CSS Partner that helps businesses grow by selling more and better across Europe, delivering outstanding Google quality service.

A Comparison Shopping Service (CSS) is a website that collects product offers from online retailers and then sends users to the retailers' websites to make a purchase. Merchants need to work with at least one CSS to begin placing shopping ads.

