

SUCCESS STORY

Parfums Christian Dior achieves a 2x increase in ROAS YoY with their Smart Shopping Campaigns strategy

+200%

Growth in online revenue from Shopping campaigns YoY

2x

Increase in ROAS from Shopping campaigns YoY



The challenge

Since July 2019, Parfums Christian Dior has partnered with the Google Shopping team. The objective was to strengthen their brand in digital channels whilst increasing online sales in Europe, focusing on important but competitive markets such as the United Kingdom.

When both teams started working together, Parfums Christian Dior had previously used standard Shopping campaigns focused on a set of brand and generic keywords, with limited KPIs such as Impression Share and total online conversions.

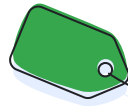
“ Thanks to Smart Shopping Campaigns (SSC) and in partnership with the Google Shopping team, we have improved our ROI and overall KPIs on Shopping campaigns. Most importantly, SSC have become a key tool during seasonal events, and we understand the positive impact they can have on sales and key business metrics ”

JULIA URRUZMENDI,
TRAFFIC ACQUISITION MANAGER AT
PARFUMS CHRISTIAN DIOR UK &
IRELAND

The approach

With an objective of improving return on investment (ROI) on their Shopping campaigns in Europe, the Parfums Christian Dior and Google Shopping teams developed a new Shopping campaigns strategy. The initial phase was to review the performance of their existing campaigns, particularly their ROAS targets and results. Next, they identified the most relevant optimisation opportunities to achieve the company's marketing objectives.

Leveraging the Google Shopping team's knowledge of Shopping campaign optimisation, Parfums Christian Dior focused their strategy on Smart Shopping Campaigns where they could use automation and showcase their most relevant products and categories in Shopping Ads, in very specific target markets. After two months of testing the strategy in selected markets, they launched their first Smart Shopping Campaigns across Europe in April 2020.



The results

Parfums Christian Dior saw great results after launching their Smart Shopping Campaigns strategy in the first half of 2020 across Europe. They achieved a 2x increase in ROAS YoY, with a +200% net growth in online revenue from Shopping campaigns YoY. They also reached their objective of strengthening their presence across digital channels and increasing online sales across Europe.

"At first, it wasn't an easy step to start implementing Smart Shopping Campaigns at Parfums Christian Dior, especially considering the alignment with our brand guidelines, but we are glad we launched them in markets such as the UK, where they have helped us increase our audience reach and improve our online prospecting strategy." - Julia Urruzmendi, Traffic Acquisition Manager at Parfums Christian Dior UK & Ireland



Looking forward

The Parfums Christian Dior and Google Shopping teams will continue their partnership in developing and adapting the Shopping campaigns strategy, as well as increase overall brand awareness, another core marketing objective. The teams are now considering different Shopping campaigns formats, such as Local Inventory Ads (LIAs), and will continue integrating more advanced Feed Management strategies to help increase conversion rates and profit across the region.

About Parfums Christian Dior

Parfums Christian Dior was created in 1947 with the launch of the perfume Miss Dior, and became part of the LVMH group in 1988. They offer a wide range of products through 170+ boutiques around the world and their ecommerce site.

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.

