

SUCCESS STORY

Ulla Popken boosts conversion rates by 22% with influencer-generated assets in Performance Max campaigns



ULLA
POPKEN



The challenge

Ulla Popken has always aimed to give their customers a voice with content showcasing the **real people who wear their clothing**, and what the clothes realistically look like on plus-size bodies. They created brand assets that were as relevant as possible to their target audience and hypothesised that **influencer-generated content** would be more effective in their Performance Max campaigns.

They believed this would resonate more with their target audience and reinforce Ulla Popken's brand values. This would drive even better **marketing and business results** in a landscape where realistic content is a key priority for the target audience.

10.3%

Uplift in
click-through rates

22%

higher conversion
rate

“

Results like these demonstrate the potential for optimization that can be unlocked through continuous testing within Performance Max. We are excited to see how campaigns improve with the use of Google's AI and in partnership with the Google Shopping (CSS) team.

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Simone Plate,

Performance Marketing Manager,
DACH

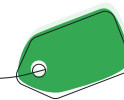
The approach

The Ulla Popken team collaborated with their Google Shopping Account Manager to conduct an A/B test, comparing the performance of influencer-generated assets against brand content.

They created Performance Max test campaigns with two asset groups: one including influencer-generated assets, and one including branded assets.

Ulla Popken tested these assets over eight weeks, featuring two monthly collections. The first set of assets in both groups was replaced after a month to feature the new collection.

Together with their Google Shopping Account Manager, the team measured the weekly performance of their most important KPIs.



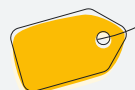
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Fashion companies need to be able to constantly present themselves in a new light. Including consumer and user-generated assets in our Performance Max campaigns allows us to expand our brand content and show different perspectives of our products.

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Andre Rolfes,

Head of Performance Marketing





The results

After completing the Performance Max asset test, the team discovered that in the women's plus-size clothing category, influencer-generated content yielded particularly strong results.

Overall, influencer-generated content seemed more appealing to Ulla Popken's female target group, producing a **10.3% uplift in click-through rates**. The assets in this group also showed a **22% higher conversion rate** than the one with brand creatives.

About Ulla Popken

Ulla Popken offers the right outfit for every style and every occasion in sizes 42 to 68. New monthly collections range from everyday fashion, business outfits, and evening wear to functional sportswear, swimwear, and more.

Ulla Popken is a brand of the Popken Fashion Group, which is an internationally operating fashion company specialising in plus-size fashion with a thriving online presence that extends across Europe and the United States

Looking forward

Ulla Popken plans to integrate more influencer-generated content in their Performance Max campaigns, alongside branded creative assets.

The Ulla Popken team regularly syncs with the Google Shopping team to follow asset best practices in their Performance Max campaigns.

They'll continue to focus on including the right number of images, videos, and text in each asset group, and providing assets that are highly relevant to their target audience through content generated by users and influencers.



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.

