

SUCCESS STORY

Bricozor ups ROAS by 10% and revenue by 15% after a Performance Max A/B test



The challenge

With increasing competition in the 'do it yourself' French market, Bricozor's main objective was to grow revenue and improve their return on investment (ROI). Bricozor's team understood the digital advertising ecosystem and had a deep knowledge of how their products were performing.

And so, to gain a competitive advantage, Bricozor decided to modernise their Shopping campaigns strategy by testing the next generation of automated ads solutions: Performance Max.

The approach

The initial phase of Bricozor's new Shopping campaign strategy was to set up an A/B test. This was done to compare the performance between standard Shopping campaigns with a target ROAS bidding strategy (tROAS) and Performance Max campaigns.

To do this, they chose a subset of their campaigns with the lowest ROAS. Based on these, they created an A/B test with their existing standard Shopping campaigns (with tROAS) and Performance Max campaigns. They assigned each campaign type 50% of the budget. Bricozor followed best practices from the Google Shopping (CSS) team, including:

- ✓ Keep the same target ROAS as in previous standard campaigns
- ✓ Give enough time for the test to run before analysing the results (at least six weeks)
- ✓ Structure customised asset groups based on a category of products (for example, if they had four categories of products in a campaign, they'd create one specific asset group for each)
- ✓ Audience signals – reuse existing data (like keywords and audience lists) to provide enough info for the campaign to perform from the beginning of the test
- ✓ Review the feed in Merchant Center and optimise the attributes by product, like GTIN (Global Trade Item Numbers)
- ✓ Be patient and analyse a subset of relevant metrics on top of ROAS
- ✓ Leverage exclusions to understand the impact of brand vs. generic traffic

In the final phase of the test, some GTIN issues arose in the Merchant Center feed. To tackle the challenge, the Google Shopping (CSS) team provided Bricozor with quick optimisation advice. This led to Bricozor unlocking the full potential of their campaigns. This initial test phase was a key part of the learning process before testing Performance Max for the whole business.

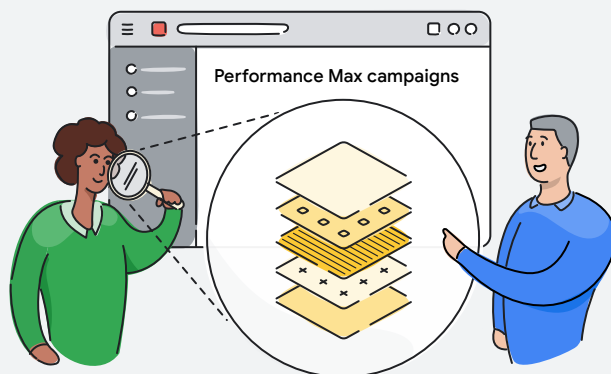
“ Performance Max is a great campaign type to reach more clients across channels such as YouTube, while keeping control over ROAS at campaign level. We will continue to implement Performance Max campaigns and partner with the Google Shopping (CSS) team to optimise our campaign strategy going forward! ”

Martin Jean,

Head of Marketing

Jocelyn Pommier,

SEM Manager





The results

By following the Google Shopping (CSS) team's expert advice, Bricozor was able to test Performance Max in a way that aligned with their objectives while reducing risk.

After months of testing their new automation strategy, Bricozor found that Performance Max campaigns had 10% higher ROAS and drove +15% in revenue growth compared to standard Shopping campaigns with tROAS.

By implementing Performance Max campaigns, Bricozor also saw an increase in basket size and average order value (AOV) with a higher volume of clicks and conversion rates.

Performance Max campaigns allowed Bricozor to modernise their advertising strategy, be more competitive, and unveil new and relevant placements for their campaigns, like display, video, search, and more.

Looking forward

Bricozor plans to continue using Performance Max and partner with the Google Shopping (CSS) team to nurture their online campaigns strategy this year.

After the successful A/B test, Bricozor is working on launching a new campaign structure across all their product categories. This new structure is better aligned with their business objectives and allows them to take full advantage of all the opportunities that Performance Max brings.

About Bricozor

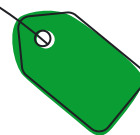
Bricozor is a French hardware company with over 56,000 products for building, furnishing, bathroom equipment, heating, plumbing, and power tools. Partnering with 500 brands, their goal is to offer their clients quality products at competitive prices with a caring after-sales service.

+10%

Increase in ROAS
compared to standard
Shopping campaigns
with tROAS

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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.

