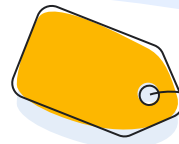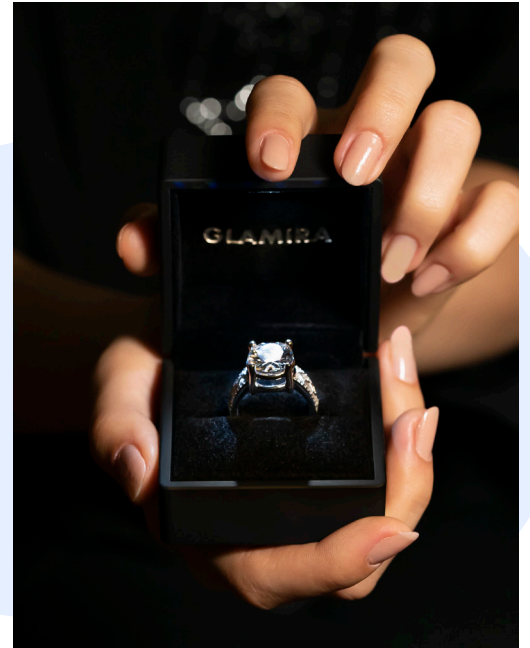# GLAMIRA

Google Shopping
Comparison Shopping Service

GLAMIRA sees exponential growth in their first peak season by optimising their Shopping campaigns using automation

The challenge

One of GLAMIRA's main business objectives was to drive online sales and increase revenue across Europe by building a highly competitive digital platform. After establishing a strong brand presence on Search, the next challenge was to build more brand awareness to increase online conversions.

> "During our close collaboration with the Google Shopping team, we received suggestions, analyzes, and support for our Shopping campaigns. With this support, we have brought our Shopping campaigns to the most ideal structure. We achieved a noticeable increase in our overall performance and KPIs with the recommendations of our Google Shopping team."

EBRU KOÇOĞLU, HEAD OF PERFORMANCE MARKETING AT GLAMIRA

The approach

Working together, the GLAMIRA and Google Shopping (CSS) teams first analysed the customer purchase journey to better understand how to optimise their Shopping campaigns. By focusing on GLAMIRA's business objectives, the teams were able to define an ideal Shopping campaigns strategy that would allow the brand to increase revenue by optimising their campaigns using automation.

The first stage in implementing the new Shopping campaign strategy was to change all manual bidding to automated bidding. Once the teams had automated more than 99% of Shopping campaigns, GLAMIRA saw an immediate increase in revenue with a higher return on ad spend (ROAS).

The teams continued to optimise using the "Shopping for Business Objectives" (SFBO) framework across their Shopping campaigns. This helped them to identify the best categories to drive revenue and manage stock levels. Ensuring the Optimisation Score for Shopping Campaigns (OptiScore) was at 100% for all campaigns was also a key to success.
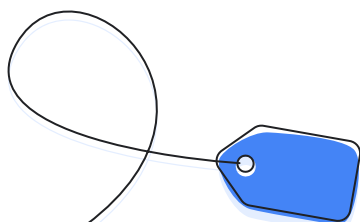
Once the framework using automation started generating results, the teams saw the opportunity to further develop their Shopping campaigns strategy specifically for the peak season. The Google Shopping Team helped GLAMIRA set up their first peak season Shopping campaigns strategy, spanning three key months in 2020, with a strong focus on November.
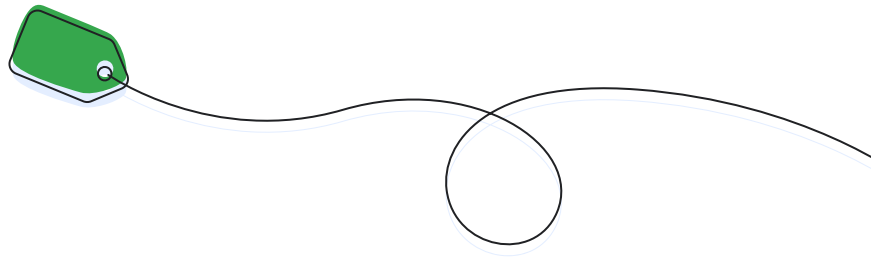
The results

Since the campaigns launched, GLAMIRA saw average conversion rates grow to their highest value in their top three European markets. In their first peak season, the teams also saw exponential growth in Sales and revenue YoY, exceeding even ambitious target expectations. This was a direct result of optimising their Shopping campaigns using automation.

Looking forward

GLAMIRA continues to work with the Google Shopping Team to grow their presence online. They are currently working on implementing the New Customer Acquisition feature for their Smart Shopping Campaigns, and will also be working with the Google Shopping Team to incorporate business intelligence into their feeds and improve product targeting.

About GLAMIRA

Founded in Heilbronn, Germany in 1999, GLAMIRA is one of the leading online jewellers in Europe. Since designing and launching their own product range in 2012, the brand has expanded internationally in more than 70 countries, and developed their e-commerce platform focused on creating patented designs customized to their customers' tastes.

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.