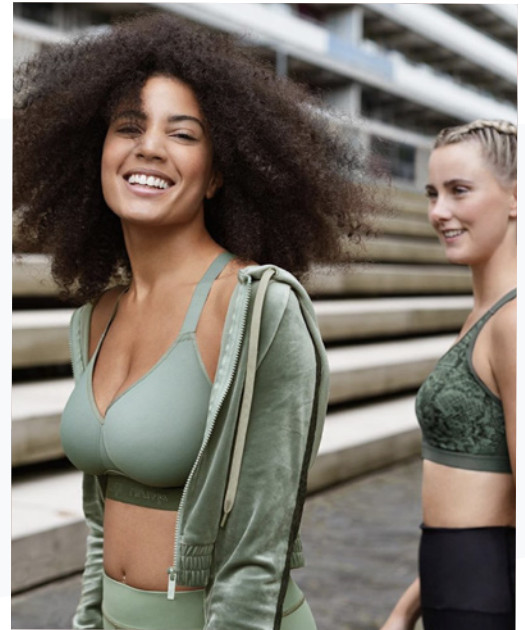# hunkemöller

SUCCESS STORY

Netherlands

Hunkemöller achieves revenue growth of 160% YoY in partnership with the Google Shopping Team.

160%

Increase in revenue growth in all countries

31%

Increase in revenue growth in DE + NL

The challenge

To kickstart their collaboration, the Hunkemöller and Google Shopping teams first identified which key business objectives could be accomplished together. Hunkemöller's primary objectives in 2019 were to expand internationally, becoming a market leader within Europe, and to reduce the time spent manually optimising their Shopping Ads campaigns. These objectives were ambitious given they had only one marketing representative managing all in-house activities across 10 different markets.

> **Shopping ads are the perfect medium for a fast moving retailer like Hunkemöller, enabling us to respond to clients' high and contextually detailed purchasing intent. Our results have improved considerably with Google Shopping team's optimization tips.**

BERT MIDDENDORP,
MANAGER ECOMMERCE AT
HUNKEMÖLLER

The approach

The Hunkemöller and Google Shopping teams worked together to develop a shopping campaigns strategy for 2019 that focused on reaching their target audiences across Europe through Smart Shopping Campaigns. This also helped to reduce the in-house workload and time spent on manual processes. The shopping campaigns were soft launched in Hunkemöller's key accounts, then adapted to achieve the most effective results. Both teams also worked together to review Hunkemöller's current markets, identifying which areas they could increase investment to strengthen their brand presence and improve performance.

The results

Hunkemöller saw an overall revenue growth of 31% in their Netherlands and Germany markets during 2019 and 160% revenue growth across all countries. By investing in untapped markets, the two Shopping campaigns were successful in targeting bigger potential audiences more efficiently. To help expand their market presence, the Hunkemöller and Google Shopping teams also increased their audience touch points through shopping campaigns automation.

Looking forward

With help from the Google Shopping Team, Hunkemöller achieved its 2019 goal of growing the business internationally. Beyond this, their partnership will continue to grow with plans to extend the Smart Shopping campaigns to other markets. Also on the horizon, Hunkemöller is looking to re-launch Showcase ads in the Netherlands, and the omnichannel brand is planning to expand its Local Inventory Ads.

Hunkemöller

Hunkemöller, founded in the Netherlands in 1886, is a leading women's bodywear retailer in Western Europe with over 900 stores in 21 countries. They offer a full range of products, specialising in women's underclothes and lingerie.

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.