

## SUCCESS STORY

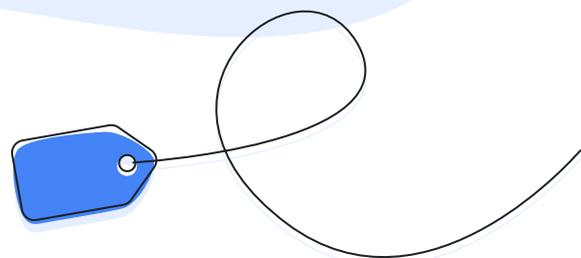
Ooni achieves a 200% increase in revenue by optimizing its Shopping campaigns in partnership with the Google Shopping Team

**600%**

Revenue increase in high-potential markets, YoY

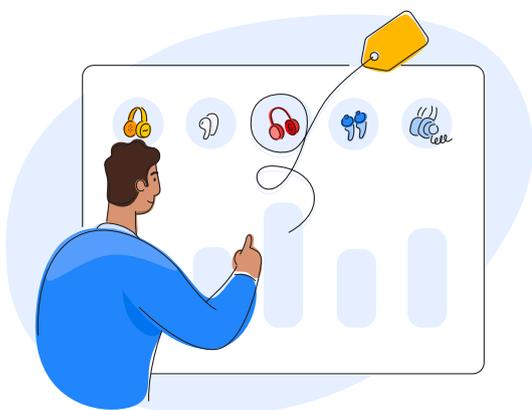
**48%**

Increase in conversion rate YoY



## The challenge

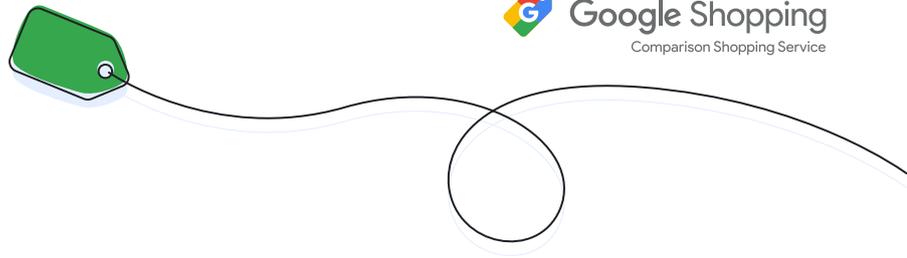
Looking to increase brand awareness for selected products, Ooni's key challenge was to localise in different markets and acquire new customers in large markets. Using a simple yet targeted approach, they partnered closely with the Google Shopping Team to increase sales and extend its customer reach.



## The approach

The Ooni and Google Shopping teams worked closely together to develop and launch a Smart Shopping Campaigns strategy in July 2019, just in time for the peak summer season. By expanding Shopping Ads for all available product ranges, traffic to the Ooni website increased substantially, improving ROAS and overall revenue.

Using custom-tailored ads and targeting each market separately, the Ooni and Google Shopping teams were able to easily adjust their KPI and investments to suit each market. This Smart Shopping Campaigns strategy enabled the teams to focus on optimising Ooni's feed, analysing the investment distribution, and start exporting to more European countries in 2020.



## The results

Ooni's fully-automated Shopping campaigns approach, leveraging insights from market trends and using real-time bidding, enabled the company to achieve its business objectives and expand into Spain and Italy. Shortly after the new campaigns went live, Ooni's overall revenue increased by over 200%. In some high-potential markets, revenue grew above 600% YoY. The conversion rate of Shopping campaigns increased by 48%, from 0.72% of the previous year to 1.07% after the new Shopping campaigns went live – kicking off a successful partnership with the Google Shopping Team.

## Looking forward

Ooni will continue to scale e-commerce operations and optimise its Shopping campaigns according to its overall company strategy. Now the company has decreased its manual Shopping campaigns, it can focus on increasing revenue and brand awareness in new markets, expanding its supply chain and opening new warehouses.

The Ooni and Google Shopping teams are now analysing the auction insights report for Shopping campaigns to further grow Ooni's local and export business.

### **About Ooni**

*Ooni is an outdoor pizza oven company based in Edinburgh, Scotland. Specialising in high-temperature outdoor pizza ovens for residential customers across the US and Europe, Ooni pioneered the world's first portable wood-pellet fired pizza oven in 2012.*



## 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.

