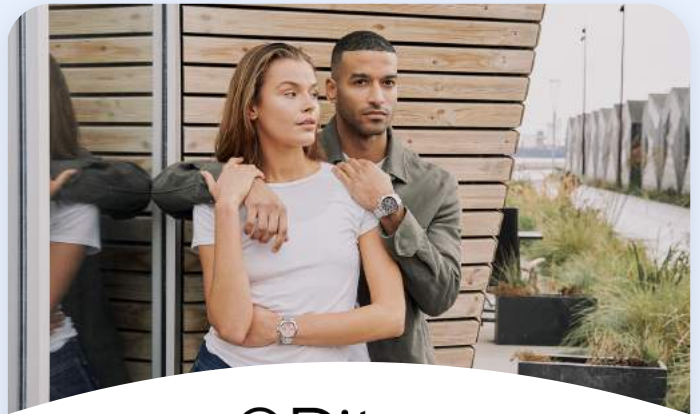


SUCCESS STORY

Ditur sees a 33% YoY increase in conversion value and +13% average basket value with Performance Max during peak season



 Ditur





The challenge

Following the COVID-19 pandemic and a challenging macroeconomic landscape in 2022, Ditur experienced a high level of uncertainty. As the Christmas peak season approached, they were unsure whether or not to increase their Performance Max campaign investment, which advertising channels would bring the most value for their budgets, or how to handle the changing market conditions.

The approach

Guided by the Google Shopping (CSS) team, Ditur audited past and current campaign performance. They used vertical insights to increase budgets for campaigns aimed at maximising return on investment (ROI), building a forecast model to determine their optimal Performance Max campaign setup. They also leveraged asset group best practises and tools like the budget depletion report, Performance Planner, and seasonality heatmap.

They landed on using seasonality adjustments, following Performance Max best practises like:

-  Creating specific asset groups for a shorter period, including seasonal images, descriptions, and titles to highlight when discounts were active
-  Conducting a feed audit to adapt to the peak period

After seeing Performance Max's potential to drive incremental sales, Ditur raised their budget by **40%** from the previous year.



In close collaboration with our Google Shopping (CSS) team, we've achieved great results during the peak season by utilising tools and resources aligned with our business goals. Our strong partnership has been key in maintaining a competitive edge and ensuring we make the most out of our Performance Max campaigns.



Jonatan Duran
Paid Search Specialist
Ditur



The results

+13%

increase in average
basket value
compared to the peak
period last year

+33%

increase in conversion
value YoY



They also achieved more conversions, exceeding their expectations for the peak season. By focusing on the right products for their objectives, Ditur improved their bottom line by having a bigger impact on their most profitable products.

Looking forward

The Google Shopping (CSS) team is an essential partner for Ditur as they use Performance Max to capture lower-funnel traffic and tailor their message across different channels throughout the customer journey.

In the future, they plan to continue launching A/B tests to strengthen their strategy and optimise their online presence in other markets – thanks to the use of new relevant campaign types, reports and best practises shared by the Google Shopping (CSS) team.

About Ditur

Ditur is a Danish watch retailer with a flagship store in Denmark, and a presence in multiple countries across Europe. They have a strong online presence, stocking a variety of watches, including Dissing – their own affordable, high-quality brand.

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.

