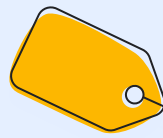


SUCCESS STORY

Sprinter increases online sales and ROAS by maximising their Shopping campaigns' efficiency



The challenge

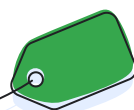
One of Sprinter's marketing objectives in Q4 of 2020 was to grow their online sales revenue while maximizing their Shopping campaigns' efficiency. When Sprinter partnered with the Google Shopping Team in 2020, both teams saw the opportunity to achieve this objective through a structured Shopping campaigns strategy, focusing on specific promotional periods, and adjusting to changes in the market environment.

“ The product page has now become a key entry point to the eCommerce site, highlighting the importance of rethinking the product page from a CRO perspective ”

NURIA GARCÍA,
PERFORMANCE MARKETING
MANAGER AT SPRINTER

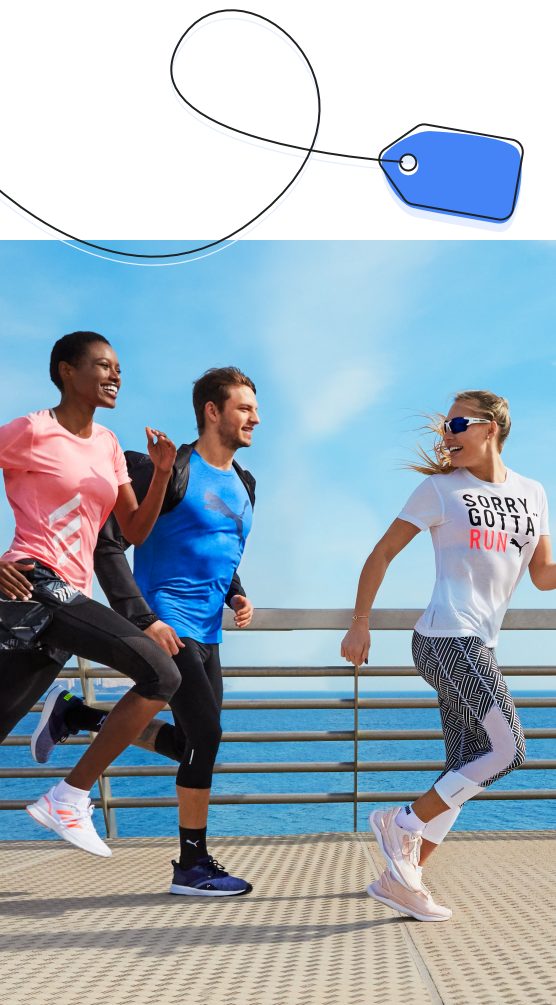
The approach

Both the Sprinter and Google Shopping teams worked closely together to optimise the Shopping campaigns structure with a focus on Smart Shopping Campaigns. Using the budget monitoring and auction insights reports shared by the Google Shopping Team, Sprinter was able to align targets and closely monitor metrics to keep their campaign performance on track. Smart Bidding also meant their Shopping campaigns could adjust automatically during the unprecedented business landscape of 2020, and capture the highest peak moments.



The results

By focusing its Shopping campaigns' strategy on real-time bidding, Sprinter was able to increase their impression share +2X YoY during the unpredictable business landscape in 2020, whilst also achieving their projected ROAS growth.



Looking forward

Sprinter will continue partnering with the Google Shopping Team to further expand their eCommerce business in Spain. By integrating Smart Shopping Campaign best practices and analysing customer and business trends, both teams aim to make Shopping campaigns one of Sprinter's most efficient channels in 2021.

As Manuel Vilella, Sprinter's PPC specialist, points out "the challenge this year is to achieve our ambitious target of revenue growth with Shopping campaigns. To reach this goal we will keep exploring the best ways of restructuring our campaigns, with a focus on maximizing our impression share within the sporting goods landscape, and boosting our sales at the expected ROAS."

About Sprinter

Founded in 1981, Sprinter is one of the leading sports retailers in Spain. With over 179 stores nationwide, the brand sells footwear, apparel, accessories and equipment for the sports industry, as well as lifestyle casual wear. Their catalogue includes their own brands as well as international sports brands.

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.

