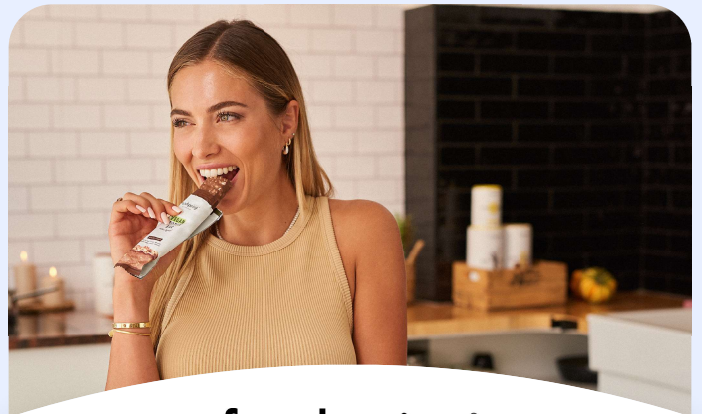


SUCCESS STORY

Foodspring adopts Smart Shopping campaigns across Europe and achieves a revenue growth of 54% YoY



foodspring®

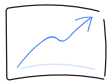


The challenge

As a company continuously looking to improve and innovate, Foodspring decided it was the right time to adapt and simplify its Shopping campaign strategy. Foodspring partnered with the Google Shopping team and its performance marketing agency, Touchpoint, to grow the business and reach new potential customers in European countries core for their business.

54% YoY

revenue growth across Europe on Smart Shopping campaigns



Higher than average order values



The approach

Foodspring already had multiple Shopping campaigns active within its core European countries. To grow these strategic countries at scale and to strengthen its brand, Foodspring worked closely with Touchpoint and the Google Shopping team to review all the opportunities available and develop a new Shopping campaigns strategy.

Converting Foodspring's standard Shopping campaigns to Smart Shopping campaigns (SSC) was agreed as the best solution to improve the efficiency and effectiveness of its campaigns and build on its existing brand strategy. The teams decided to test SSC one market at a time, beginning in Italy and France. The successful results encouraged them to roll out SSC in multiple other countries including Germany, Austria and Belgium.



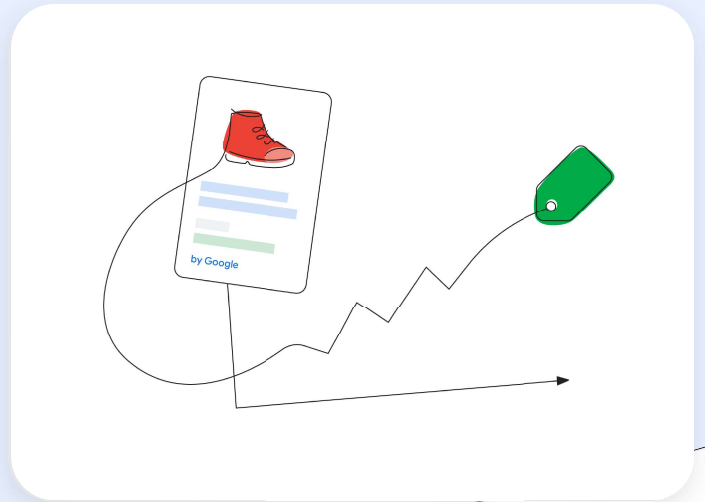
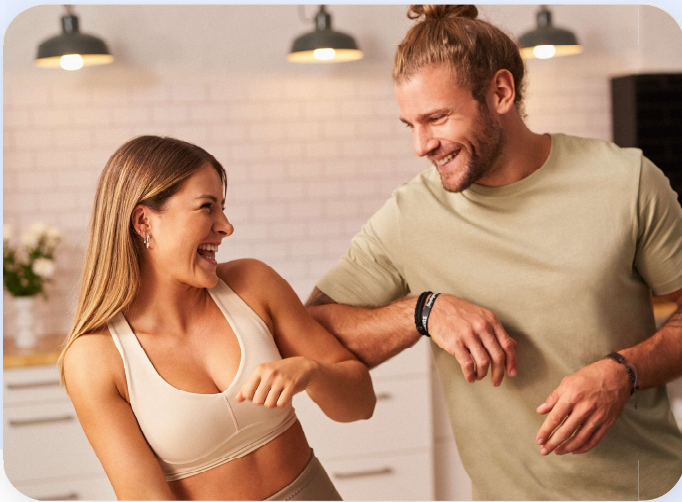
We were searching for the optimal campaign structure for all of our Shopping campaigns. With the new Smart Shopping campaigns structure, developed together with the Google Shopping (CSS) team and Touchpoint, we have found a scalable solution that gives us room for more strategic tasks and deep feed optimisation work.



Marc Gregor

Performance Marketing Director
Foodspring





Whilst Foodspring worked together with its performance marketing agency, Touchpoint, on implementing the new Shopping campaigns strategy, the Google Shopping team offered strategic optimisation advice and customised solutions, reports and resources to help Foodspring's new Smart Shopping campaigns achieve their full potential.

The results

The Google Shopping team helped Foodspring to achieve a higher brand awareness in nine European markets, which ultimately resulted in a revenue growth of 54% YoY linked to their new SSC strategy. Moving its standard Shopping campaigns to Smart Shopping Campaigns helped Foodspring to stay relevant along the entire user journey. Using automation as a core element of their Shopping campaigns strategy, the company now targets its customers more efficiently, resulting in higher than average order values.

Looking forward

Having successfully grown Foodsprings revenue across different European markets, the teams will now focus on bringing even more performance efficiencies to their new and existing Shopping campaigns through automation and an increased focus on feeds optimisation.

About Foodspring

We at Foodspring are enthusiastic nutritionists, sport experts and athletes. Our common goal? To develop the most natural and innovative foods of our time. Whether this is all about sports nutrition, functional foods or superfoods - we take food to a whole new level. We never compromise on quality or in our production processes. That's why every one of our products has the best ingredients, is processed sustainably to maintain the nutritional value, and comes with our promise of quality.

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.

