

SUCCESS STORY

Unieuro sees a 49% increase in Shopping campaign revenue by focusing on feed optimisation



The challenge

Having seen an increase in online sales during lockdown, Unieuro's challenge was to continue growing revenue with the reopening of shops and offline sales in 2021. Unieuro also needed to focus on increasing visibility across their main product categories and subcategories by driving impressions, click through rate (CTR), and revenue for their phones, tvs, and household appliances.

49%

Revenue growth from Shopping campaigns between Apr. & Dec. 2021

64%

YoY increase in impressions



The approach

Unieuro partnered with the Google Shopping team and their performance marketing agency, Zenith Media, on the back of their successful partnership during 2020.

The Google Shopping team began by conducting a detailed analysis of Unieuro's Google Merchant Centre account to identify areas of growth. Both teams agreed the best place to start would be to double down on their Shopping campaigns' investment and feed optimisation. Partnering with Zenith Media, the teams prioritised warnings and disapprovals and then created separate Shopping campaigns to push the lowest performing SKUs from the last three months. For the phones, tv, and household appliance categories, they implemented a wider cost-of-sale target to balance delivery and performance, and increase the delivery of those particular Shopping Ads.



Working closely with the Google Shopping team allowed us to optimize our Shopping campaigns and implement new strategies resulting in remarkable performance improvement.



Enzo Panetta

Digital Marketing and Innovation
Director





The Google Shopping team provided Unieuro with customised analysis of their campaign performance to ensure no opportunities were lost. Specifically, they shared the Zero-Impression products and provided hourly trends per category, on a daily basis, during peak season. The Google Shopping team also aligned with Zenith Media to ensure Unieuro's Shopping campaigns were always in line with their business goals.

The results

Between April and December 2021, Unieuro was able to increase their revenue from their Shopping campaigns by 49% and saw a 64% YoY increase in impressions in their core market, Italy.

As a result of their increased Shopping campaigns' budget, and focus on feed optimisation, Unieuro also saw an increase in impressions YoY for their focus categories: household appliances up 73%, phones up 314%, and tvs up 145%.

This also led to increased revenue across these categories, with household appliances up 97% YoY, phones up 172% YoY, and tvs up 67% YoY.

Looking forward

To continue their successful partnership with the Google Shopping team and Zenith Media, Unieuro is considering implementing a Shopping for Business Objectives strategy and upgrading their Smart Shopping campaigns to Performance Max campaigns. They have also activated Local Inventory Ads to help boost offline sales, as part of their wider Shopping campaign strategy.

About Unieuro

Unieuro is the largest Italian omnichannel retailer of consumer electronics and household appliances by number of outlets in Italy, with a network of over 500 stores throughout Italy and an ecommerce site.

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.

