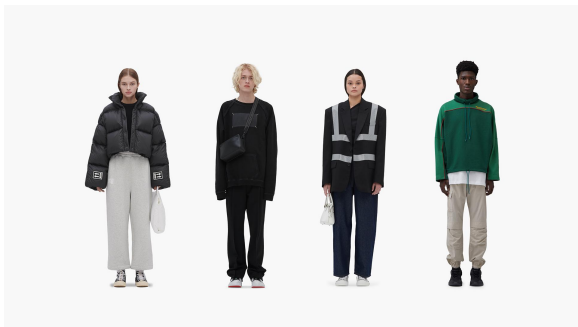# GOAT uses the Google Ads mobile app to stay connected on-the-go

GOAT

GOAT is one of largest marketplaces for authentic sneakers, apparel and accessories.

The challenge

GOAT is a leading marketplace for sneakers, apparel and accessories, delivering to millions of people across 164 countries. As their brand continues to grow, their goal is to stay connected to their ads and continually optimize their campaigns.

The approach

The GOAT marketing team uses the Google Ads Mobile App to stay organized and connected to their account. They rely on the app during peak periods and the holiday season to monitor budgets and performance.

Throughout the holiday season, GOAT applied recommendations in the Google Ads mobile app in order to capture increased demand and prepare for a surge of traffic. This made it easy for them to ensure their campaigns stayed up and running, and ahead of the curve during this key period.

The results

Since using the Google Ads mobile app, GOAT is more connected to their ad campaigns than ever. By being able to optimize on the go, the brand has been able to improve performance during peak periods—all while saving more than 1-2 hours of work per week.

"During peak holiday periods, it's critical that we stay connected to our Google Ads performance. The mobile app has allowed us to keep a pulse on performance when we're away from our computers. With the app, we can easily update campaigns and apply recommendations wherever we are. It's easy to use and intuitive."

Clare Leedman, Performance Marketing Manager, GOAT Group

2 hours a week

Saved by using the Mobile App

Google Ads