

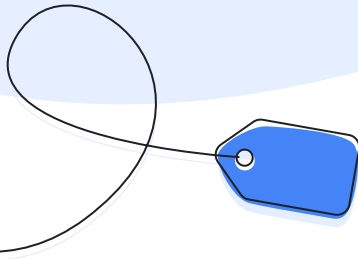
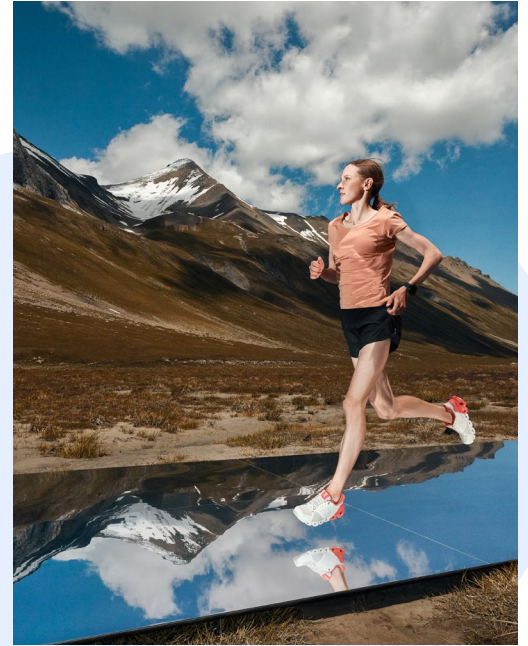


## SUCCESS STORY

On expands into Europe and achieves a 200%+ YoY growth in online sales by optimizing its Shopping campaigns strategy

200%+

Increase in Sales YoY



## The challenge

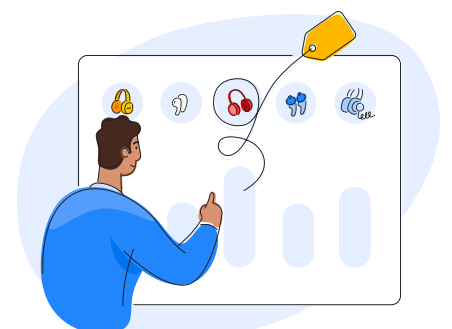
Having invested in its brand and products, On's goal was to increase market share and brand awareness in its current markets, as well as tap into new markets across Europe. It set out to achieve this by growing revenue at competitive ROAS targets.

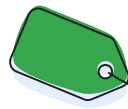
“ At On we strive to innovate and be unique not only with our shoes and apparel, but in everything we do. Providing the best-possible user experience is a key part of that. Close collaboration with our Google Shopping team means we can continuously challenge and improve the quality of our Shopping campaigns strategy. The result is a successful, holistic global approach. And there is no finish line. We're already looking forward to the next opportunities. ”

SELIN NACAR, DIGITAL CHANNEL  
MANAGER AT ON

## The approach

Working closely with the Google Shopping Team since August 2019, the On team developed and executed a holistic Shopping campaigns strategy across European markets, particularly Spain, Italy, Netherlands and Sweden. Leveraging Smart Shopping campaigns and Showcase Ads, On was able to tap into new markets and expand its product portfolio beyond shoes to apparel and accessories.





## The results

This Shopping Campaign strategy had an extraordinary impact on the business. On achieved 200%+ YoY growth in sales and revenue growth in online sales across all markets in Europe.

It achieved this by maintaining a stable ROAS on both Smart Shopping campaigns and Showcase Ads campaigns, resulting in increased online conversions.



## Looking forward

On will continue to partner with the Google Shopping Team to scale its Smart Shopping Campaigns across new markets. Leveraging the company's business intelligence data, On will bring even more performance efficiency to new and existing Shopping campaigns.

### **About On**

*Swiss sports apparel company, On, was founded in 2010 with the goal of revolutionising the running industry. Leveraging the perfect symbiosis of running experience and engineering expertise, On has developed award-winning products for more than seven million runners in over 50 countries.*

## 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.

