CASE STUDY

Optimizing PMax Campaign For Scalability and Consistency

SHOEBACCA

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About The Business

Shoebacca is an online retailer of footwear, clothing, and accessories for men, women, and children. Founded in 2002 on the principles of philanthropy and community. A Texas-based company that offers one of the largest assortments of footwear and apparel, a perfect fit for all.

The company is committed to providing its customers with a convenient and hassle-free shopping experience, with free shipping and returns and a 110% price match guarantee.

The Challenge

The campaigns for shopping have been going over continuous transformation over the years, first with the introduction of smart shopping campaigns, and then it being replaced with the Performance max campaign. Although all the campaigns have been added to re-invent scalability and consistency of results in the campaigns, the role of Google Merchant Center Feed has been steady and its importance has grown over the years.

The first step towards improvement in the campaigns was thus dependent on the feed and its quality. Shoebacca has been observing a drop in the performance and spends of the campaigns across the account and we intend to understand the reasons behind the reduction in spends and ROAS for PMAX campaigns, & resolve the issues to improve the campaign performance.

What is a Google Merchant Centre?

Google Merchant Center is a free tool offered by that allows online merchants to upload and manage their product listings for use in Google Shopping and other Google services. It acts as a central hub for storing and managing product data, such as images, descriptions, prices, and additional relevant information.

The diagnosis tab is one of the features of the Merchant Center that provides a comprehensive view of the product data quality and a reason for disapproval of products so that necessary measures can be taken

The Approach

The problem was stated very clearly and the root cause lied in three crucial sections:

1. Google Merchant Center Feed
2. Set up & targeting of Campaigns
3. Measurement of results

Started with the Merchant Center feed and discovered that more than 25% of the products are disapproved. Upon digging further, it was identified that the issues are solvable with feed corrections, as there were no policy violations. We identified the issues like the landing page not working, GTIN missing etc. & fixed the same. This led to the decrease of disapproved items from 25% to less than 5%.

The second was set up and targeting. We identified the concerns around the presence of some of the products, while other insights relating to price of product vs CPC associated with the same also helped in structuring the campaigns in a more comprehensive manner, leaving no brand / product out.

The third was the measurement. It was observed that the aim was to bring last click conversions as the winning criteria, but the measurement was not aligned with the same. Therefore, a new conversion tracker was introduced to match the planning and outcome.

The Conclusion

We resolved all the issues in an organised and constructive manner to make sure we achieve the desired performance. Such conviction for results and attention to details led us to [80% higher ROAS at 71% lower cost/conv](link) compared to the previous month.

Platforms