



When Evans Cycles embraced Google shopping campaigns, the outcomes were exponential traffic growth and a year-on-year sales increase of 33%

About Evans Cycles

- Retailer of bikes, accessories, clothing and parts
- Provider of cycle maintenance services
- Founded 1921
- Headquarters in West Sussex, UK
- www.evanscycles.com

Goals

- Grow ecommerce sales driven by search ads
- Develop more tailored communication of product catalogue on search

Approach

- Transitioned from Product Listing Ads to Google shopping campaigns
- Integrated shopping campaign structure alongside existing text ad campaigns
- Used advanced features such as priorities and custom labels to categorise products
- Maintained and manipulated product feeds to drive success

Results

- Exponential growth in traffic
- Significant revenue increases over previous Product Listing Ads campaigns
- Year-on-year sales up by one-third

“Google shopping campaigns allowed us to expand our exposure in the online market to grow our traffic exponentially and drove double-digit incremental sales thanks to this additional investment opportunity.”

— Ange Bussy-Socrate, Online Marketing Manager, Evans Cycles

As the UK’s leading bike specialist, Evans Cycles was established in 1921 and today has over 55 stores across the UK. Its ecommerce website launched in 1999. The site and nationwide network of stores offer a click-and-collect service, combining the unique benefits of in-store expertise with an easy online shopping experience.

The goal of Evans Cycles’ online activity is to inspire and enable more people to enjoy bike riding. The diverse online marketing mix includes display, affiliates, content, email, social and more. In its search campaigns, the company recently transitioned from Product Listing Ads to Google shopping campaigns. “Beyond the Product Listing Ads’ historical performance, we were looking to develop a more tailored communication of our product catalogue on Google,” explains Evans Cycles’ Online Marketing Manager Ange Bussy-Socrate.

Working in conjunction with Google and the paid search agency iProspect Manchester, the shopping campaign structure was designed to be integrated alongside the brand’s existing text ad campaigns. “As the migration was carried out during our peak season, we built the campaigns according to business priority,” Ange says. “The campaigns were rolled out using advanced features such as priorities and custom labels in order to categorise products correctly.”

Once live, weekly updates between the Google team and iProspect Manchester ensured effective management of the campaigns. “The impact was quite immediate,” he reports. “Just after the migration to shopping campaigns, we saw revenues increase over the levels produced by Product Listing Ads. The campaigns drove double-digit incremental sales, and year-on-year our sales went up by a third.” The ability to closely manipulate and maintain the quality of the product feed were key success factors.

The biggest surprise in the results? “The traffic potential unlocked by this migration,” Ange says. “Shopping campaigns allowed us to expand our exposure in the online market to grow our traffic exponentially since the transition (although the cost per click was subject to a significant increase when the campaigns first went live, which was unexpected). The Grand Depart of the Tour de France in the UK for example generated an increase in cycling interest online. The shopping campaigns were a key component of the online marketing mix to leverage that unique opportunity.”

Ange believes there are further opportunities that Evans Cycles can exploit in this area. “We are looking to keep testing other Google shopping innovations. We have physical store presence across the country, so the local shopping campaign variations are definitely on the roadmap for us in terms of paid search. It will be quite interesting to see the impact of this mobile traffic to our store footfall in the UK.”