Google™

Ulmart supercharges Google Shopping campaigns with Remarketing Lists for Search Ads

www.ulmart.ru

Goals
- Increase the impact of Google Shopping campaigns
- Improve conversion rates and volume

Approach
- Place a Google Remarketing tag on the entire website
- Target multiple audiences with the Google Shopping campaigns
- Set specific bids for each audience based on the previous users' behaviors

Results
- Ulmart has been able to see an overall 13% increase in Google Shopping sales with no impact on the average cost-per-order.

Opportunity
- Ulmart is now taking advantage of the 6.57% returning visitors conversion rate. Those users also offer an average 73% lower cost-per-order.

"Once Remarketing List for Search Ads implemented, we have been able to see an overall +13% Google Shopping sales increase at a stable CPA in just a month."
— Roman Osokin, Online Marketing Director, Ulmart

Ulmart is one of the largest Russian retailers, offering an extremely wide range of products exceeding 90,000+ SKUs. Specialized in selling electronics, Ulmart has been diversifying its offering with new product categories. Ulmart is the first electronics retailer in Russia to reach a $1B turnover and has been ranked N°6 European 2014 e-commerce retailer.[1] This year, the website traffic has increased by 40% and can benefit from their 10M registered users.

Challenge

Ulmart's constant inventory expansion along with regular new product category launches are critical to boost the group's sales (+30% year-on-year during 2014 first semester). Product Listing Ads (PLAs) proved to be a very efficient way to enable Ulmart to cover a wide range of inventory and make it accessible on Google Search and Google Shopping. Nevertheless, strong competition in e-commerce pushed Ulmart to innovate by combining PLAs with Remarketing List for Search Ads (RLSA).

Ulmart now leverages audience signals on Search to bid more intelligently on returning visitors by:

- Building and targeting audience lists based on visitors' previous activity on the website (funnel steps)

- Adjusting bidding to match the likelihood to convert of each audience lists:
  - -50% for Product Viewers
  - +150% for Cart Abandoners
  - +300% for Existing Customers

This strategy has proven successful. "By utilizing the audience signals on Google Search, we have been able to stay on top of our existing users' minds and re-engage customers with a higher likelihood to convert", says Roman Osokin, Online Marketing Director, Ulmart.

Significant success so far

With audiences targeted on Shopping campaigns, Ulmart has been able to see positive performance improvements in less than a month. The team observed that 26% of the conversions were going through RLSA, with an impressive conversion rate of 6.57% as compared to 2.51% for new visitors. Likewise, RLSA enabled Ulmart to bid more intelligently on returning visitors and benefit from their 73% average lower cost-per-order.

Preparing the future

Ulmart is now planning to scale RLSA across more campaigns to take advantage audience signals and improve its return on investment. "We plan to scale RLSA across the majority of our campaigns which include regular Google Search and Dynamic Search Ads campaigns as well", says Roman Osokin.