



# Boutique Retailer Farfetch Tops Trends With Google Shopping Campaigns

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## About Farfetch

- Launched in 2008, Farfetch brings together hundreds of independent boutiques ranging from New York to Paris, Milan and more on one easy-to-shop website. The site offers more than 2,000 brands, from big name luxe labels to emerging designers.
- Based in London, England
- [www.farfetch.com](http://www.farfetch.com)

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## Goals

- Boost the company's appeal in the retail space
- Reach a larger number of fashion lovers worldwide

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## Approach

- Upgraded its Product Listing Ad (PLA) campaigns to Shopping campaigns
- Organized product groups by category and brand
- Created a separate campaign for top-trending and best-selling products and set it to high campaign priority

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## Results

- Increased conversion rate 13%
  - Increased CTR 3%
  - Decreased CPA 20%
  - Decreased CPC 6%
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*— Rich Brown, head of PPC, Farfetch*

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## Reaching international shoppers

An online retailer of men's and women's clothing from over 300 independent boutiques around the globe, Farfetch aims to change the way the world shops. The company launched new Google Shopping campaigns with Google Product Listing Ads (PLAs) to boost its appeal and sales to international fashion lovers.

## PLAs in four countries

With its growing number of boutique partners, Farfetch offers a rapidly expanding range of products. It constantly optimizes its PPC activity, based on trends and new products. And it gets regular updates from the merchandising team on key items it needs to promote. But Farfetch had very little traffic from PLA campaigns, which it targeted only to the United States.

The company optimized the product feed and launched new PLA campaigns in the U.S. in December 2012. "We immediately saw a dramatic increase in our revenues," says Rich Brown, head of pay-per-click (PPC) activity. "Today, we run PLAs in four countries, with plans for a fifth—and in each market PLAs account for between 30–45% of PPC revenue."

## Grow market share

Still, despite this success, Farfetch saw room for improvement with PLAs. "We always felt it could be a stronger channel for us, and that Shopping campaigns were a big opportunity," Brown says. "When we heard that Shopping campaigns launched, we saw a chance to grow our market share."

Shopping campaigns are an intuitive way to manage PLAs and sell your products on Google. You manage your campaign much the same way you would manage a store. You can browse your inventory and group which products you want to bid on, all in AdWords. And you have advanced reporting and optimization features to help measure the performance of your products and estimate your growth opportunity.

## A seamless transition

Farfetch's transition from regular PLA campaigns to Shopping campaigns in October 2013 was easy. "We quickly created product groups for the top 25 brands, then subdivided all the product groups to gain as much learning as possible," Brown explains. Soon after launch, Farfetch also created a high-priority "top sellers" Shopping campaign. "We could stay current with the top-selling brands, categories and products, and also focus on key collections that our merchandising team informed us about."

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## About Shopping Campaigns

- Shopping campaigns make it easier to connect with consumers and promote your products online. This retail-centric campaign type for PLAs streamlines how you manage and bid on your products, report on your performance, and find opportunities to grow your traffic from Google.
- To learn more, visit [www.google.com/ads/shopping/shopping-campaigns.html](http://www.google.com/ads/shopping/shopping-campaigns.html)

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## About Product Listing Ads

- Product Listing Ads are search ads that include richer product information—such as product image, price and merchant name—without requiring additional keywords or ad text. Whenever a user enters a search query relevant to an item in your Google Merchant Center account, Google may automatically show the most relevant products along with the associated image, price and product name.
- To learn more, visit [www.google.com/ads/shopping](http://www.google.com/ads/shopping)

Farfetch works closely with its developers to update the product feed. “We knew immediately that Shopping campaigns would reduce our lead times for optimization at the product and category levels,” Brown says. “We can react much more quickly now. Shopping campaigns have performed extremely well for us.”

### Improved performance

After Farfetch launched Shopping campaigns, cost-per-click (CPC) fell 6% while the conversion rate rose 13%, compared with regular PLA campaigns. These combined benefits brought the cost-per-acquisition (CPA) down by 20%. Farfetch also saw a 3% rise in click-through rate (CTR).

With Shopping campaigns, Farfetch can more easily identify and bid on its top products, leading to improved performance. “We believe that our ability to better understand performance and to adapt faster to competitive pressures and changes in our product portfolio have contributed significantly to reduced CPC, CPA and more,” Brown says.

### More markets and investment

“Shopping campaigns are now a major part of our digital activity,” Brown says. “We are working on launching more markets and will continue to invest in the existing markets to add incremental revenue.”

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— **Rich Brown, head of PPC, Farfetch**

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