US-Mattress Wakes Up Online Sales With Shopping Campaigns

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About US-Mattress
- Founded in 1991, US-Mattress is an online and brick-and-mortar retailer of sleep mattresses
- Based in Brighton, Michigan
- www.us-mattress.com

Goals
- Attain greater control and insight into sales
- Attract more business

Approach
- Upgraded its Product Listing Ad (PLA) campaigns to Shopping campaigns
- Organized product groups by brand, sub-brand and items
- Optimized bids with impression share and benchmark data

Results
- Increased CTR 30%
- Increased average order value 10%
- Lowered CPA
- Increased ROI and conversion rate

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— Wendy Yuan, marketing manager, US-Mattress

A quarter-million customers

Online since 2001, US-Mattress is one of the country's largest mattress retailers. It carries over 2,500 brand-name mattress sets and serves 250,000 customers across the United States. Seeking greater control and insights into sales, the company upgraded its Google Product Listing Ads (PLAs) to Shopping campaigns.

Better campaign performance

The retailer began using PLAs in January 2012 to attract more business. "They became more of a focus once traffic ramped up and delivered high conversion rates," says Marketing Manager Wendy Yuan. "Having PLAs and text ads appear concurrently was mutually beneficial. PLAs are now an integral part of our online ad strategy."

Shopping campaigns offer an intuitive way for retailers to manage PLAs and sell products on Google. US-Mattress can now manage a campaign much as it would manage its brick-and-mortar stores. Shopping campaigns let the company browse inventory and group products it wants to bid on, all in Google AdWords. Additionally, advanced reporting and optimization features help to measure performance and estimate growth opportunities.

More accurate measurements

Regular PLA campaigns drove lots of traffic to US-Mattress for specific brands. PLAs provided a lower average cost-per-click (CPC) and cost-per-acquisition (CPA), plus high click-through and conversion rates. Shifting to Shopping campaigns in February 2013 brought more improvements.

"With Shopping campaigns, we can break everything down by brand and sub-brand without overlapping items in our product groups," Yuan explains. "This gives us more accurate performance metrics, and we save several hours per week on feed and campaign management. The time and effort we save can be used to optimize performance of the brand, sub-brand and product."

"Extremely simple" transition

The shift to Shopping campaigns was extremely simple, Yuan adds. "The setup made it easy to transition and categorize all of our products. With product groups instead of product targets, it was easier to manage bids, which was one of our main reasons for switching over. We found opportunities to segment product groups even further, bidding by stock keeping unit (SKU)."

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**

About Product Listing Ads

- Product Listing Ads (PLAs) are an AdWords format that includes 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**

By subdividing its brands, for example, US-Mattress can see exactly which items have a large impression share. "Without Shopping campaigns, we would have never known what was driving conversions for different brands and what the bidding landscape looked like," Yuan says.

Clearer picture of bidding landscape

Shopping campaigns have delivered measurable results for US-Mattress. The click-through rate (CTR) climbed 30% while the average order value rose 10%. CPA dropped, while ROI and the conversion rate both improved.

"Shopping campaign benchmark metrics give us a clearer picture of what will happen if we change our bidding strategy," Yuan says. "With new and additional performance metrics, we handle bidding strategy and campaign management with ease and confidence. We plan to expand on our Shopping campaigns even further."

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