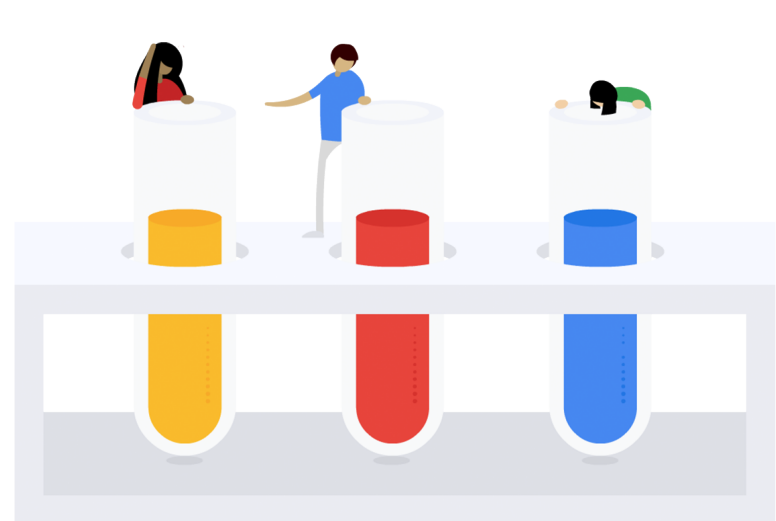


Experiment: How HipVan increased store visits and sales with online video ads



Experiment with Google Ads

What we set out to test

Can online video advertising help drive foot traffic and unlock sales for brick-and-mortar stores?

The background

[HipVan](#), an online furniture retailer in Singapore, offers consumers stylish furniture at a fair price to help them build their dream homes. The brand decided to launch its first showroom to give consumers the opportunity to see and touch the furniture in person before making a purchase.

To increase foot traffic in its showroom, HipVan decided to see if it could unlock incremental business growth by running an online video campaign alongside its search campaign.

How we set the experiment up

HipVan ran YouTube ads beside its existing search campaign for six weeks in Singapore to understand their combined impact on foot traffic and sales.

Search ads

- Used product keywords, generic keywords (including “for me” and “near me”), and advanced audience solutions

YouTube ads

- Created [TrueView in-stream](#) and [TrueView for action](#) ads to encourage viewers to click through to the brand’s store location landing page and Google Maps page
- Tapped advanced audience solutions like in-market, similar, and custom intent

HipVan used [store visit conversions](#) to assess its campaign performance.



Solutions we used

- [Store visit conversions](#)
- [Search ads campaign](#)
- [Video ads campaign](#)

What we learned

Using search and video in tandem can help omnichannel retailers drive full-funnel results. HipVan saw a 5X return on ad spend (ROAS) for its store visits, in-store sales conversions, and the value of individual transactions (basket size value) when it ran search and YouTube campaigns at the same time.

Organic searches for HipVan also jumped by 528%, which showed the channels’ ability to increase brand interest.

+5X

ROAS

(based on attributed store visits, in-store sales conversions, and basket size value)

+528%

brand interest

(organic searches for HipVan)

“We were pleasantly surprised by how our YouTube campaign increased store visits and brand recall. This experiment gave us the comfort to invest more in

online video in the future and make it a permanent part of our marketing mix.” — Shobhit Datta, Co-founder, HipVan

This case study is part of the Experiment with Google Ads Program.