



## CASE STUDY

# ADchieve Boosts ROI With Automated Google Shopping Campaigns for Mobile



With mobile quickly becoming the leading platform for most advertising dollars,<sup>1</sup> capturing key micro-moments—when shoppers use their smartphones to search for information—is a top goal for today's digital marketers.

[Google Shopping ads](#) allow marketers to show important product information like photos and pricing to shoppers when they're most likely to buy. These mobile-optimized ads now account for a significant share of retailers' Google ad clicks, and they're an ever-growing presence in above-the-fold screen space in mobile product searches.<sup>2</sup>

While Shopping campaigns are simple to set up, it can be difficult to scale campaign management for frequently changing inventories—especially when retailers have hundreds or thousands of products. That's where [ADchieve](#) and the automation of the AdWords API come into play.

## Automating mobile ads for European retailers

In addition to being a Google Premier Partner, ADchieve is one of Google's largest partners for the [Google Shopping API](#), with a special focus on automating advanced features for Google Shopping campaigns. The company's automation solution is used by hundreds of retailers across Europe to promote their products with AdWords.

ADchieve's clients typically manage anywhere from a thousand to more than a million products. In crafting an automation platform for Google Shopping campaigns, ADchieve knew their solution had to:

- Intelligently create and structure Shopping campaigns to maximize ROI.
- Set up and optimize [Merchant Center](#) product feeds to meet system requirements and manage any Merchant Center feed errors or other ad policy violations.

## About ADchieve

- ADchieve is a high-tech company that makes online advertising simple and successful for European retailers and marketers.
- Headquarters: 's-Hertogenbosch, Netherlands
- [adchieve.com](http://adchieve.com)

## Goals

- Create and optimize Google Shopping campaigns at scale
- Drive stronger ROI for clients

## Approach

- Automated the creation and management of Google Shopping campaigns
- Used report data to continually optimize campaigns

## Results

- Reduced Google Shopping campaign creation time to less than a minute
- Increased client inventory turnover and ROI



- Monitor search term reports to develop negative keyword lists, using them to guide campaign changes and funnel queries to appropriate product groups and bids.
- Segment campaign traffic by query type, using brand-specific bidding to separate brand traffic from non-brand traffic.

Advanced Shopping campaign features like these are nearly impossible to oversee and maintain manually. Mark van Werven, CEO of ADchieve explained, “If you want to divide products over several campaigns with different bids and priorities—or if you want an ad group per product to get keyword insight on a product level—it would take hundreds of hours to set up manually. Then, once the campaign is live, you also need to manage your negative keywords to control campaign costs, another time-consuming job.”

With ADchieve, clients can automatically create and optimize advanced Shopping campaign structures in AdWords in a fraction of the time previously required.

## How ADchieve’s automation works

ADchieve uses a variety of AdWords API services to enable its Shopping campaign automation:

- [CampaignService](#) and [BatchJobService](#) automate the intelligent set-up of campaign structures.
- [AdGroupAdService](#) automatically sets up ad groups and ads based on the Merchant Center product feed.
- [AdGroupCriterionService](#) is used to set up [product partitions](#) that divide products into meaningful groups (by brand or other criteria), and specify bids for that product group.
- [ProductScope](#) filters products based on specified criteria.
- Data from the AdWords API’s [Search Query Performance](#) and [Shopping Performance](#) reports is used to automatically create negative keyword suggestions based on user search terms.
- The [Shared Set Criteria](#) report filters search terms that already exist as negative keywords, which are uploaded to AdWords with the [SharedCriterionService](#).



## Driving better ROI and inventory turnover at scale

With its automation of the AdWords API, ADchieve's clients can now create Google Shopping campaigns in less than a minute. ADchieve also saves countless hours of daily work by automating negative keyword management.

ADchieve's clients have seen ROI increases of more than 100% in their Google Shopping campaigns. One of ADchieve's retail clients increased its inventory turnover by more than 400% within a year of adopting ADchieve. And more than 6,000 ad groups were created for its German Shopping campaign alone. In that time, ADchieve automatically added nearly 22,000 negative keywords to optimize campaign bids and spend.

ADchieve plans to continue extending the use of Google's API services, and it looks forward to using advanced bid management. Together, ADchieve and the AdWords API are making it easy for European retailers to capture customer attention in decisive micro-moments with Google Shopping campaigns on mobile.

### Sources

- 1 PwC, "[IAB 2016 Internet Advertising Revenue Full-Year Report](#)," Apr 2017.
- 2 Merkle, "[Digital Marketing Report: Q1 2017](#)," Apr 2017.