Google

PlumberSurplus.com taps into big sales pipeline using Product Listing Ads on Google Shopping

Offering tens of thousands of plumbing, home improvement, and building products, online supplier PlumberSurplus.com improved sales performance using Google Product Listing Ads (PLAs) on Google Shopping.

'More compelling to customers'

"Our return on ad spend (ROAS) for Product Listing Ads increased 10 to 15 percent, quarter-over-quarter, throughout 2012," says Chad Johnson, online marketing manager. "Customers find our PLAs more relevant and compelling, leading to a 14 percent higher conversion rate." The ads also increased clicks to **www.plumbersurplus.com** by as much as 165 percent.

Google Shopping is built on Product Listing Ads. Rather than bidding on keywords for paid-search ads, merchants buying PLAs bid on the amount they will pay if their product listings in search results attract clicks or result in sales. Retailers can select a cost-per-click (CPC) or cost-per-acquisition (CPA) model. PLAs can include a product's price, an image, and the name of the retailer selling it.

From incremental to integrated

PlumberSurplus.com works with SingleFeed, a Google Shopping partner, to deliver its product feeds to multiple comparison-shopping engines. "At first, our PLAs were using an incremental budget on top of our other marketing efforts. After a short while, we quickly integrated PLAs into our strategic marketing strategy," Johnson says.

"We are going to add several thousand additional products and immediately put them onto Google Shopping," Johnson adds. "We will continue optimizing our campaigns for maximum exposure. We plan to create several campaigns using varying bidding strategies, product groups, and content to test which approaches work best over time."

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> *—Chad Johnson, online marketing manager, PlumberSurplus.com*

Johnson adds, "The PLAs are more compelling to customers, and our conversion rate has improved by 14 percent."

PlumberSurplus.com
Point. Click. Plumb.

At a Glance

Goals
• Raise sales performance and ROAS

Approach
• Launched a PLA campaign on Google Shopping

Results
• Improved ROAS 10-15 percent
• Boosted conversion rate 14 percent
• Increased clicks as much as 165 percent

About Google Shopping

Google Shopping is a new experience for finding, researching, and discovering where to buy products online and nearby. Google Shopping includes new features designed to make shopping even more intuitive, beautiful, and useful on google.com and google.com/shopping.

For more information, visit
www.google.com/ads/shopping

About Google AdWords

Google AdWords is a performance-based advertising program that enables businesses large and small to advertise on Google and its network of partner websites. Hundreds of thousands of businesses worldwide use AdWords for text, image, and video ads priced on a cost-per-click (CPC) and cost-per-impression (CPM) basis. Built on an auction-based system, AdWords is a highly quantifiable and cost-effective way to reach potential customers.

For more information, visit
http://adwords.google.com

About PlumberSurplus.com

Headquartered in Riverside, California, PlumberSurplus.com offers home-improvement and building products in a range of categories, including kitchen and bathroom, water heaters, lighting, pumps, tools, access doors, valves, commercial, and more. For more information, visit **www.plumbersurplus.com**

About SingleFeed

SingleFeed enables retailers to reach millions of online consumers easily through the top comparison-shopping engines – providing full marketing automation. The company is headquartered in San Mateo, CA. For more information, visit www.singlefeed.com