

vineyard vines increases sales and visibility with Product Listing Ads



About vineyard vines

Brothers Shep and Ian Murray formed vineyard vines on Martha's Vineyard, Massachusetts, and delivered their first 800 ties in 1998. They now sell apparel online, in 600+ specialty and department stores worldwide, and through a seasonal catalog. vineyard vines is based in Stamford, Connecticut.

To learn more, visit www.vineyardvines.com

At a Glance

PLA Results

- 12% lift in revenue from digital channels
- 160% higher CTR than non-branded search
- 84% higher conversion rate than search; 112% higher than display
- Drove 4-5% overall revenue growth
- ROI is higher than any other digital channel

Neckwear and whales

Apparel retailer vineyard vines is best known for whimsical neckties and a smiling pink whale on the logo. Already successful, the company sought to provide an incremental lift in revenue, support brand search, capture more real estate on the search engine results page (SERP), and produce a positive return on ad spend (ROAS). To reach all these goals, vineyard vines turned to Google Shopping and Google Product Listing Ads (PLAs).

"PLAs have let us improve the customer search and shopping experience, strengthen our brand positioning, and achieve a healthy ROI."
— Lindsey Worster, vice president, brand communications, vineyard vines

Cut through the clutter

PLAs give online shoppers more information about a product than regular search ads. "Product Listing Ads engage consumers with images and rich product information, essentially creating a digital catalog relevant to the user's search query," explains Lindsey Worster, vineyard vines vice president of brand communications. "In the first half of 2013, our initiatives resulted in a 160% higher clickthrough rate (CTR) when compared to non-branded search." Working with marketing agency The DuMont Project, vineyard vines transitioned to PLAs in 2012.

PLA campaigns are "a great way, in a crowded space, to cut through the clutter," says Graham Blackshaw, DuMont senior project manager. Luke Hubbard, The Dumont Project vice president of client services, agrees. "What sets PLAs apart is the placement of images directly in the paid search results," he says. "The colorful images pop off the page."

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More cost-effective campaign results

vineyard vines offers a wide variety of men's, women's, and children's apparel, all of which produce a different return on investment (ROI) by product. The ability to bid at the product level lets the company bid higher on items with greater return, while lowering bids on low-ROI products, to boost efficiency within the PLA campaigns.

"We are able to place products based on a combination of winning bids and search queries, which gives us more control over which products to bid up or down," Blackshaw explains. "PLAs have become their own digital marketing channel within our marketing strategy."



About The DuMont Project

Conceived in 2009, The DuMont Project is a full-service marketing consultancy based in Marina del Rey, California. Their services include direct response, affiliate marketing, SEO, paid SEM, and web analytics. Clients range from Fortune 50 companies to startups.

To learn more, visit
www.thedumontproject.com

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 about PLAs, visit
www.google.com/ads/shopping

Optimize bids based on ROI

The results of vineyard vines' PLA strategy were strong and measurable. During the second half of 2012, PLAs generated 4.5 percent incremental revenue growth, with an ROI higher than for search and display. During the holiday season, PLAs produced 5 percent growth in revenue, with an ROI higher than for any other media digital marketing channel.

Growth and optimization continued in 2013. One successful tactic was to create ad groups by product type, which let vineyard vines bid on different items based on individual ROI. During the first half of 2013, the PLA campaign achieved a conversion rate 84 percent higher than search and 112 percent higher than display.

"PLAs have become one of our highest returning advertising tactics within Google's product suite."

— Graham Blackshaw, senior project manager, The DuMont Project

Gain greater control

vineyard vines is extremely pleased with the PLA campaign. "Since launch, it has consistently provided a 10 to 12 percent lift in revenue from our digital channels," Worster says. "PLAs have let us improve the customer search and shopping experience, strengthen our brand positioning, and achieve a healthy ROI."

The team will keep optimizing and expanding the campaigns, by product, "to gain a deeper level of granular control," Blackshaw says. "PLAs have become one of our highest returning advertising tactics within Google's product suite."

