

Shopping campaigns: Relevance through specific campaigns and advertisements



Background

Fietsenwinkel.nl is part of the International Bike Group and is the prime omnichannel bike retailer in Europe. Fietsenwinkel.nl is ambitious and these ambitions are also reflected in the AdWords campaign.

ADchieve develops automation solutions for advertising in search engines such as Google. On a daily basis, ADchieve creates advertisements in Google for millions of products. ADchieve focuses on paid text ads in Google as well as the Google Shopping results. ADchieve is the world's biggest user of the Google Shopping API.

Challenges

On the one hand Fietsenwinkel.nl aims at large and scalable campaigns, but on the other it also wants its campaigns to be very relevant. This relevance should result in high quality scores, high CTRs, the right bids and an optimal return for both the text ads and the Shopping campaigns.

The objective of Fietsenwinkel.nl is to achieve this scalability and relevance through automation. For the automation of its campaigns, Fietsenwinkel.nl collaborates with ADchieve.

Solution for Shopping campaigns: relevance through specific campaigns and advertisements

The aim is to set up and manage campaigns in a scalable manner, where searches show the most relevant products at an optimal bid price. Roughly speaking, the Shopping approach for Fietsenwinkel.nl is as follows:

- First of all, the Shopping account's existing data was analyzed to identify differences in return within the campaign. For individual keywords, especially in the long tail, no statistically valid decision can be made about which keywords yield a good or poor return. By looking at overall characteristics of keywords, clusters are created that differ in performance. For example, clusters can consist of searches that include brand names, (type) numbers or other product properties. In the analysis phase, tools such as Matlab and R were used.
- Based on the analysis, a campaign structure was designed. Each product is included in multiple campaign layers. Based on exclusions, different clusters of keywords are sent to the various campaigns. This approach ensures that bids are made at the keyword level as well, instead of exclusively at the product level.
- In every campaign component, each product was split up as its own ad group. These ads are automatically created and managed in AdWords. This structure provides insight into the matching and presentation of keywords per product. Mismatches between keywords and shown products are therefore impossible. Bids can be adjusted at the individual product level or at the level of any desired grouping of products (e.g. brand or series). When people search for general terms, such as city bike or electric bicycle, only top models will be shown.

Results

Results that were achieved since the implementation of the (automated) campaign structure include:

