



Upgrading Webprint's Product Listing Ads to Shopping campaigns increases ad revenue from product advertisements by 69%

About Webprint

- Personalised photo products
- Founded in 2004
- Headquartered in Oldenzaal, the Netherlands
- Active in Germany, France, Belgium, the UK and the Netherlands

Goals

- Gain new customers
- Attain high visibility in AdWords

Approach

- Upgraded from Product Listing Ads to Shopping campaigns

Results

- Total ad revenue from product advertisements has increased by 69%
- Click-through rate has increased by 51%
- Conversions have increased by 77%
- Cost per click has decreased by 17%
- Clicks have increased by 112%

Established in 2004, Webprint sells personalised products including photo books, photo gifts, photo mugs and photographic prints on aluminium, wood, canvas, acrylic and forex. As a digitally native company, Webprint allocates 35% of all its marketing budget to search advertising. The business began using Product Listing Ads in 2012 and upgraded these to Shopping campaigns at the start of 2014.

With this type of AdWords advertising delivering 7% of all visitors to the website, Webprint understands the importance of accurately measuring activity in order to drive improvements. Fortunately, Shopping campaigns are designed to make it easier than ever to set up and optimise campaigns, manage and bid on products, report on performance and find opportunities to grow traffic.

“Shopping campaigns give more insight into statistics,” affirms Webprint E-Commerce Manager Robin Prinsen, and this ready access to data has helped Webprint make big performance gains over its previous Product Listing Ads. “The click-through rate increased by 51%, conversions increased by 77%, cost per click decreased by 17% and clicks increased by 112%,” Robin reports. Meanwhile, the cost per click of Shopping campaigns is 42% lower than normal AdWords search campaigns. “The combination of a higher ROI, improved manageability, simple operation and insights has ensured that the total ad revenue from product advertisements has increased by 69%.”

So have Shopping campaigns helped Webprint achieve its aims? “Definitely. Due to lower costs per click and higher conversions – which leads to a higher return on investment – we are able to spend more to get more traffic and therefore achieve our goals more easily.”

