

# Shopping Case Study

feedops...

REACHLOCAL®





# 4WD Vehicle Parts Case Study

## Overview

Client operating in the 4WD industry, approached ReachLocal with two main objectives. Firstly, they wanted to boost their brand visibility and increase traffic to their website emphasising their workshop and services. Secondly, they wanted assistance in reviving their underutilised dropshipping eCommerce platform to drive sales. However, the major hurdle was the poor-quality product feed, resulting in 70% of products being disapproved on Google Merchant Centre, while the remaining 30% did not align with the client's primary focus.

## Solution

The eCommerce team at ReachLocal collaborated with FeedOps to establish proper product attributes and resolve disapprovals in Google Merchant Center. Additionally, we implemented remarketing conversion tags. Once everything was approved, we initiated shopping campaigns for the client's dropshipping products, alongside standard Search and Social campaigns to drive website traffic for their workshops and services. To enhance customer support, we integrated Livechat to assist the client in managing inquiries.



SHOPPING ADS



SEM



SOCIAL ADS



LIVECHAT



## Results



13.0

ROAS last 30 days  
(Shopping)



15.61

ROAS last 30 days  
(Shopping + Search)



300%

Spend increase  
In 6 months

In April 2022, we started with a \$2k spend, within the first month, the client moved from 2.0 ROAS to 15.0 ROAS. This was gradually increased to \$3k, \$4k, and eventually \$6k within six months, resulting in almost 300% more spend. The best month was October 2022, with an ROAS of 23.65.



**We are so happy with the results, it's been a great month** – October 2022 spent \$2,400 and achieved **\$58,048** ROI

- CEO



# Boutique Natural Wellness Store Case Study

## Overview

ReachLocal collaborated with FeedOps to work with a client who sells diffusers exclusively from their garage. The client had previous experience with an agency but sought to bring their digital marketing efforts in-house. However, they faced challenges due to limited knowledge of performance marketing and an unoptimised website feed, resulting in stagnant revenue growth.

## Solution

ReachLocal's eCommerce experts conducted a thorough review of the client's existing campaigns, leveraging FeedOp's product audit, we provided targeted recommendations for improvement. Our strategy involved implementing Performance Max campaigns in conjunction with Search campaigns and focusing on promoting their top-selling products.



SHOPPING ADS

+



SEM



## Results



**8.05**

Overall ROAS



**25%**

Spend increase in  
6 months



**302%**

Conversions  
increase

In March 2022, the company spent \$5,000 and earned \$16,000 in revenue through their own advertising efforts. With our help, in March 2023 they spent the same \$5,000 and earned an impressive \$27,700 in revenue, resulting in a current ROAS of 5.74. The founders were ecstatic and eager to find new ways to continue growing their business.



**The client has increased their budget by 25% and expressed desires to hit revenue targets of \$30,000 per month**

– eCommerce CSM





# Women's Clothing Case Study

## Overview

A small family-owned women's clothing and accessories business in Australia, operating across NSW, QLD, and VIC. The business has been around since 1987 and had never done any online advertising. They also wanted to start digital marketing to expand their reach beyond their physical locations due to the rise of online shopping post-COVID.

## Solution

Reachlocal proposed a two-step approach: standard Shopping campaigns with Google, then transitioning to Performance Max campaigns. By integrating the website feed with FeedOps, product attributes were improved, significantly reducing disapprovals. After 6 months, Facebook ads were added to the marketing mix to increase brand visibility and drive website traffic. ReachLocal's website analysis empowered the client to enhance user experience and boost conversion rates.



SHOPPING ADS

+



SEM

+



SOCIAL ADS



## Results



**8.9**

Overall ROAS



**9.0**

ROAS last 30 days



**230%**

Spend increase

Since implementing our digital marketing strategy, their best month was January 2023, achieving an ROAS of 11.4 with a spend of \$947 and generating revenue of \$10,816. ReachLocal's digital marketing campaign allowed the family-owned business to successfully enter the online retail space.

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**Started with a 2.5 ROAS in July 2022, and by March 2023, it had increased to 8.9**

– eCommerce CSM

