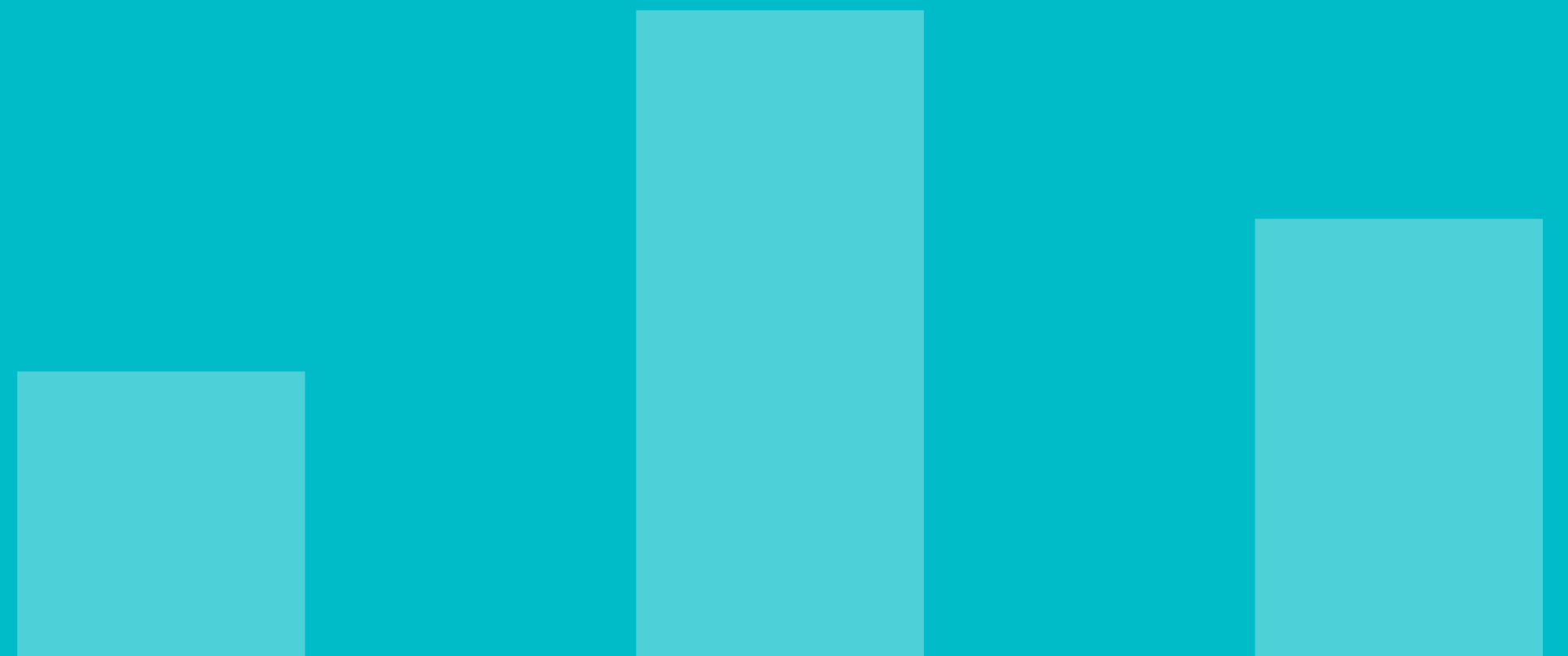


Bidnamic

Advanced techniques for driving conversions in Google Shopping campaigns



Conversion rate

Conversion rate is a great indicator of the relevance of your product to the search terms it appears for.

A number of technologies exist to facilitate moving consumers through the sales funnel, converting website visitors into paying customers.

What's important

Visitors to your website derive from an investment in search marketing, and failing to convert them is a missed opportunity.

Conversion rate optimisation (CRO) plays a significant role in ecommerce. Improving your conversion rate from 2% to 2.1%, for example, represents a 5% increase in online sales.

CRO requires a fast, responsive website, and advanced data technologies to deliver more compelling content based on the digital history and behaviour of the visitor.

Every extra second it takes your website to load, conversion rate drops by **17%**¹



Pro tip

Bidnamic's technology logs the conversion rate of each search term against individual product SKUs, enabling our clients to identify and improve low-converting product SKUs through the review of pricing, image quality or descriptions.

Wasted ad spend can be reduced by setting negative keywords for out-of-stock variants, and irrelevant search terms.

¹ Data from a 2021 analysis of 5 million product SKUs on the Bidnamic platform.

Optimise site speed on both mobile, tablet and desktop

An analysis of over 5 million product SKUs showed that conversion rates fall 17% for every extra second it takes for a web page to load.²

Site speed	Conversion rate
7 sec	1.50%
6 sec	1.76%
5 sec	2.02%
4 sec	2.28%
3 sec	2.55%

Site speed facts

- 1 Using Google's tool, the Core Web Vitals report, you can gain a clear and accurate assessment of your website performance using real world data or field data.
- 2 It's critical to understand how your pages perform across different devices as page performance can seriously impact your conversion rates.
- 3 According to Google's own research, if page load time increases from 1 second to 3 seconds, the bounce rate **increases by 32%**.
- 4 If page load time increases from 1 seconds to 6 seconds, bounce rate **increase by 106%**.
- 5 Moreover, research finds that when shoppers have a slow experience, particularly on mobile devices, the likelihood of them purchasing from your website again diminishes.

2. Data from a 2021 analysis of 5 million product SKUs on the Bidnamic platform.

How good is your ecommerce site?

Conversion rate benchmarks

Industry	Good (%)	Standard (%)	Poor (%)
Fashion and accessories	5.15	2.28	0.97
Home and garden	4.48	2.21	0.67
Hardware	4.61	1.65	0.37
Sporting goods	4.13	2.23	0.49
Health and beauty	7.19	3.18	1.70
Food, beverages, and tobacco	3.32	2.16	1.32
Toys and games	4.28	1.99	0.54
Furniture	2.74	1.25	0.30
Electronics	4.68	2.47	0.71
Media	7.64	2.80	1.54

Using the figures in the table, determine the strength of your conversion rates against the industry benchmark.

Bidnamic analysed the conversion rates of hundreds of retailers across some of the biggest verticals.³

Do you have room to improve?
Read on to discover the advanced techniques used by leading online retailers to increase conversion rates.

Abandoned cart and browse email campaigns

Case study

Luxury shirt maker Ledbury increases orders from abandoned shoppers by 55%

Ometria gave Ledbury the ability to create sophisticated abandoned cart and browse campaigns and send them at the perfect time.

Ledbury was also able to segment its abandonment campaigns based on category and product type, and further segment the messages based on customers' tastes and habits, further aligning the recipient with the brand.

55%

increase in orders
from abandoned
shoppers

▶ View full case study



ometria

Ometria is a smart email software platform that lets retailers increase customer revenue by sending personalised, relevant marketing messages throughout the customer journey.

Our platform combines an AI-based intelligence and orchestration layer with a retail-specific cross-channel marketing platform.

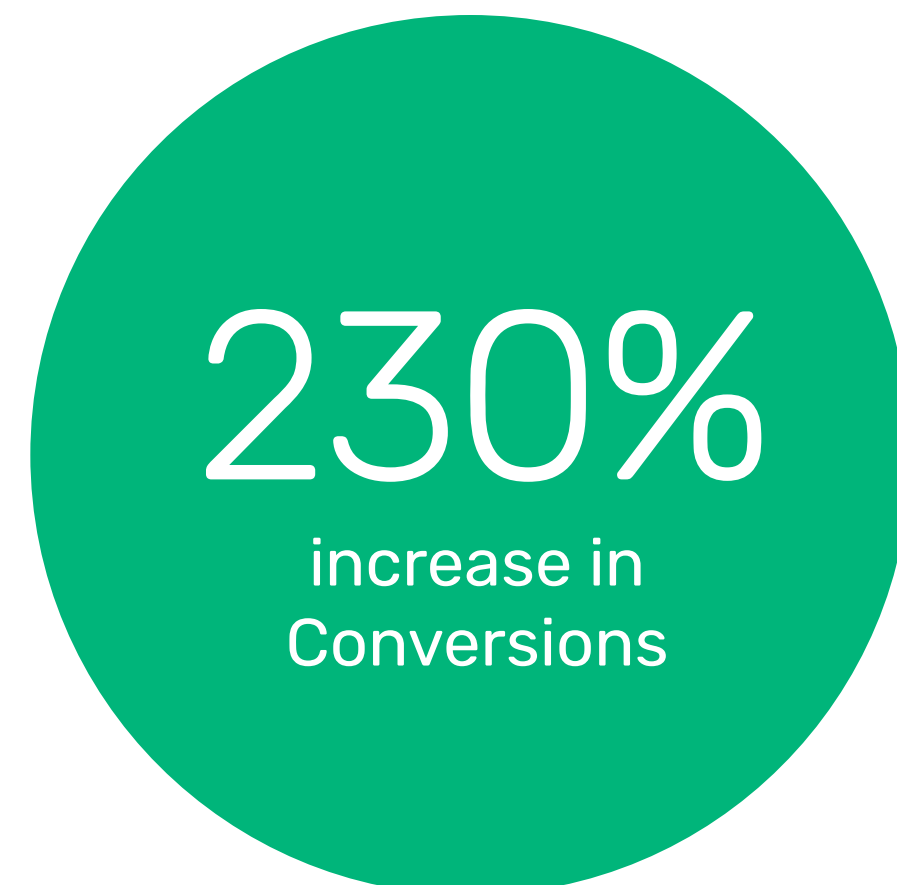
Integrate independent product reviews

Case study

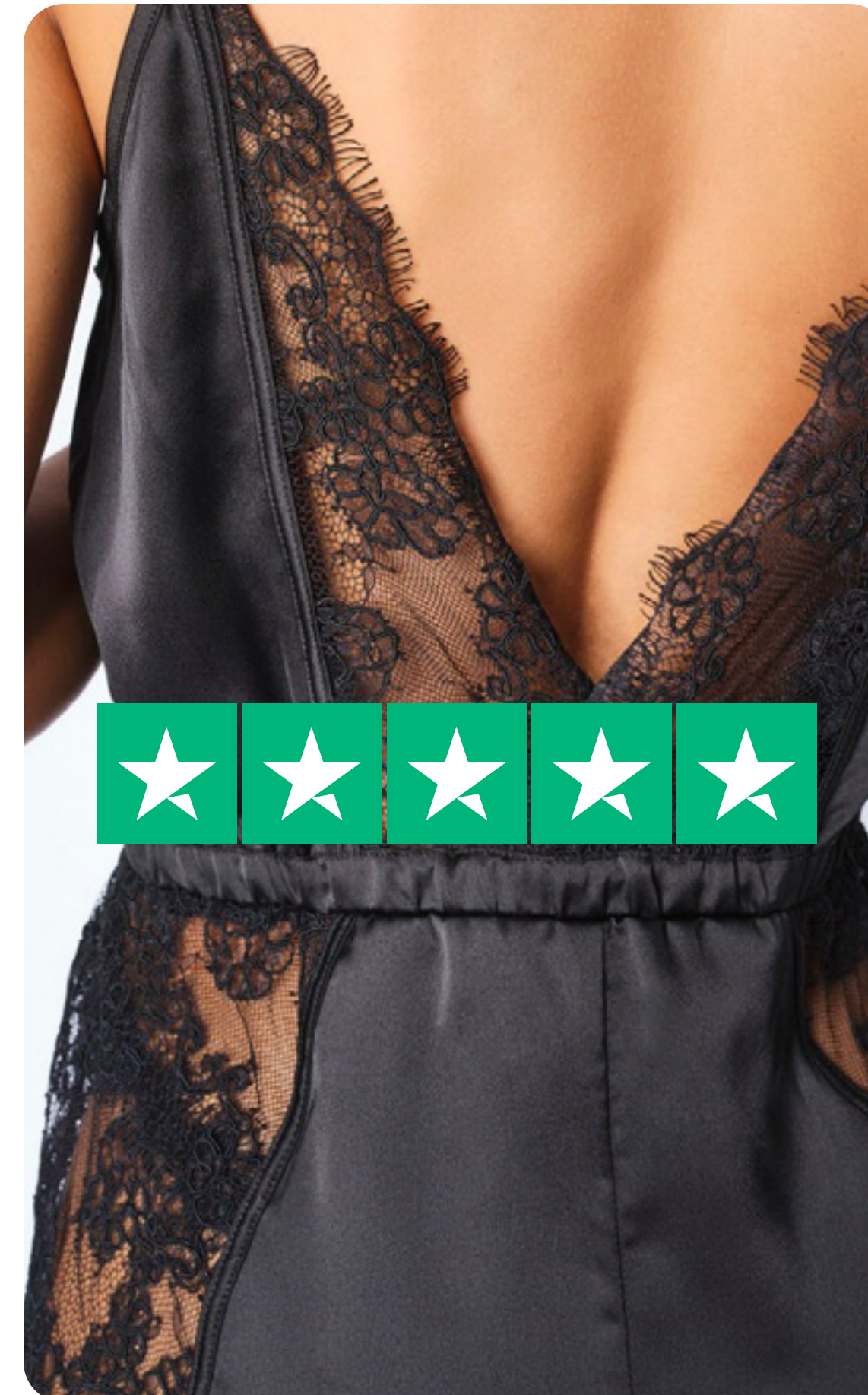
Ann Summers, a British multinational retail company specialising in sex toys and lingerie, sees an increase in conversions of up to 230%

Unsurprisingly, the higher the star rating, the more likely the user is to convert. The highest conversion rate was seen on products rated 5 stars, meaning a **5-star rating resulted in a whopping 230% conversion increase.**

However, products with 1-star reviews still had a higher progression rate than products with no rating at all.



► View full case study



Trustpilot is free and open to every company and consumer everywhere. Sharing your experiences helps others make better choices and companies up their game.

We bring consumers and companies together to continuously share, collaborate and improve. The power of our platform comes from being open to all consumers and companies, independent of both and transparent.

Overcome barriers to affordability and finalise the customer journey

Case study

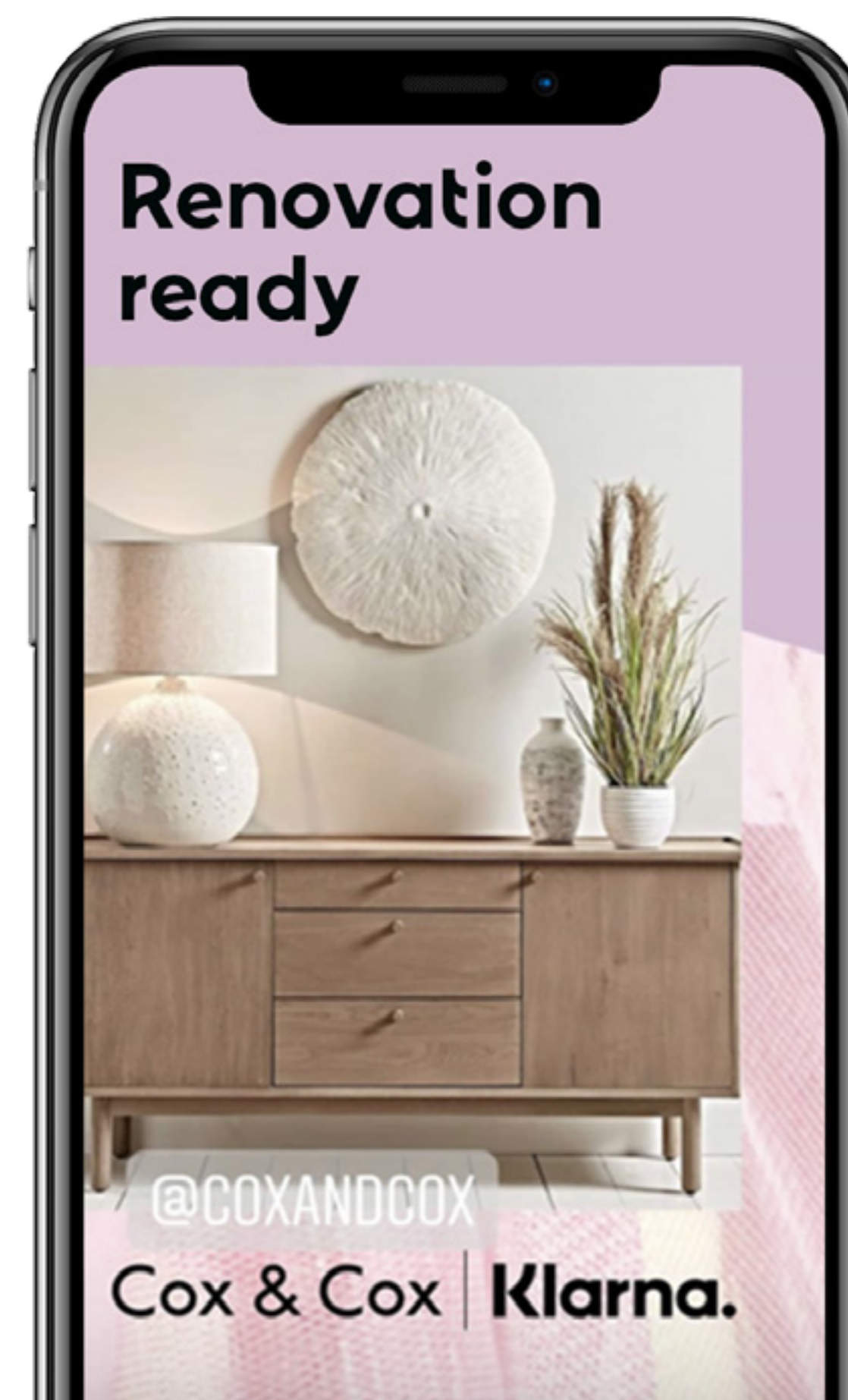
Cox & Cox, a homeware retailer with an eye for aesthetic and effortless styling, drives sales over 100% in just two months with Klarna

Within their first month with Klarna, Cox & Cox eclipsed their previous traffic record by a fifth.

In just two months, sales had escalated over 100%, and with the aid of Klarna's promo codes and instalment plans, Cox & Cox were able to break into a lucrative new demographic.

20%
traffic increase from
previous record

► View full case study



Klarna.

Klarna is now one of Europe's largest banks and is providing payment solutions for 90 million consumers across more than 200,000 merchants in 17 countries.

Klarna offers direct payments, pay after delivery options and instalment plans in a smooth one-click purchase experience that lets consumers pay when and how they prefer to.

Deliver more compelling mobile content

Case study

Rip Curl, market leader of surfing wetsuits, surf watches and casual surf apparel, increases mobile conversions

When visiting any of Rip Curl's international websites **every customer is greeted on the mobile responsive home pages with a range of products 'recommended for you'.**

These can include products that were bought by similar customers, frequently purchased items and exciting new Rip Curl lines, and contributed to an incremental increase in month-on-month revenues.

▶ View full case study



Fresh Relevance is the real-time personalisation and optimisation platform. We analyse customer data and use it to maximise the customer experience for each individual across email, website and app.

By increasing engagement across devices and channels, we help digital marketers and ecommerce professionals drive revenue and customer loyalty.

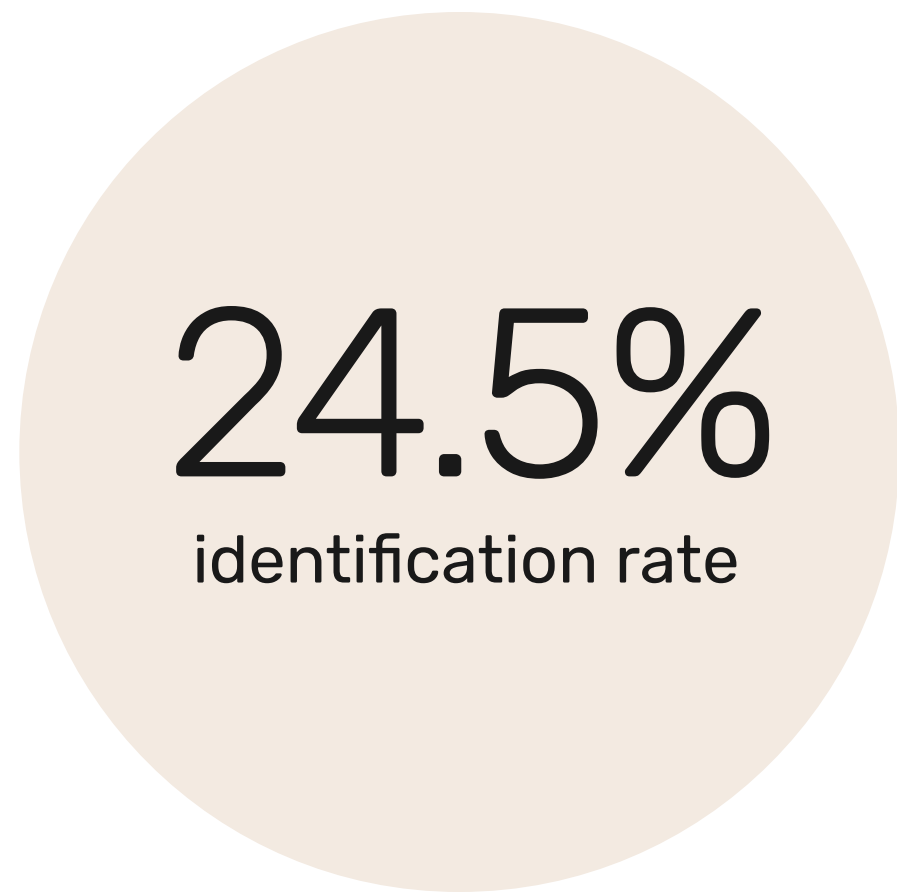
Boosting shopper identification rates for remarketing campaigns

Case study

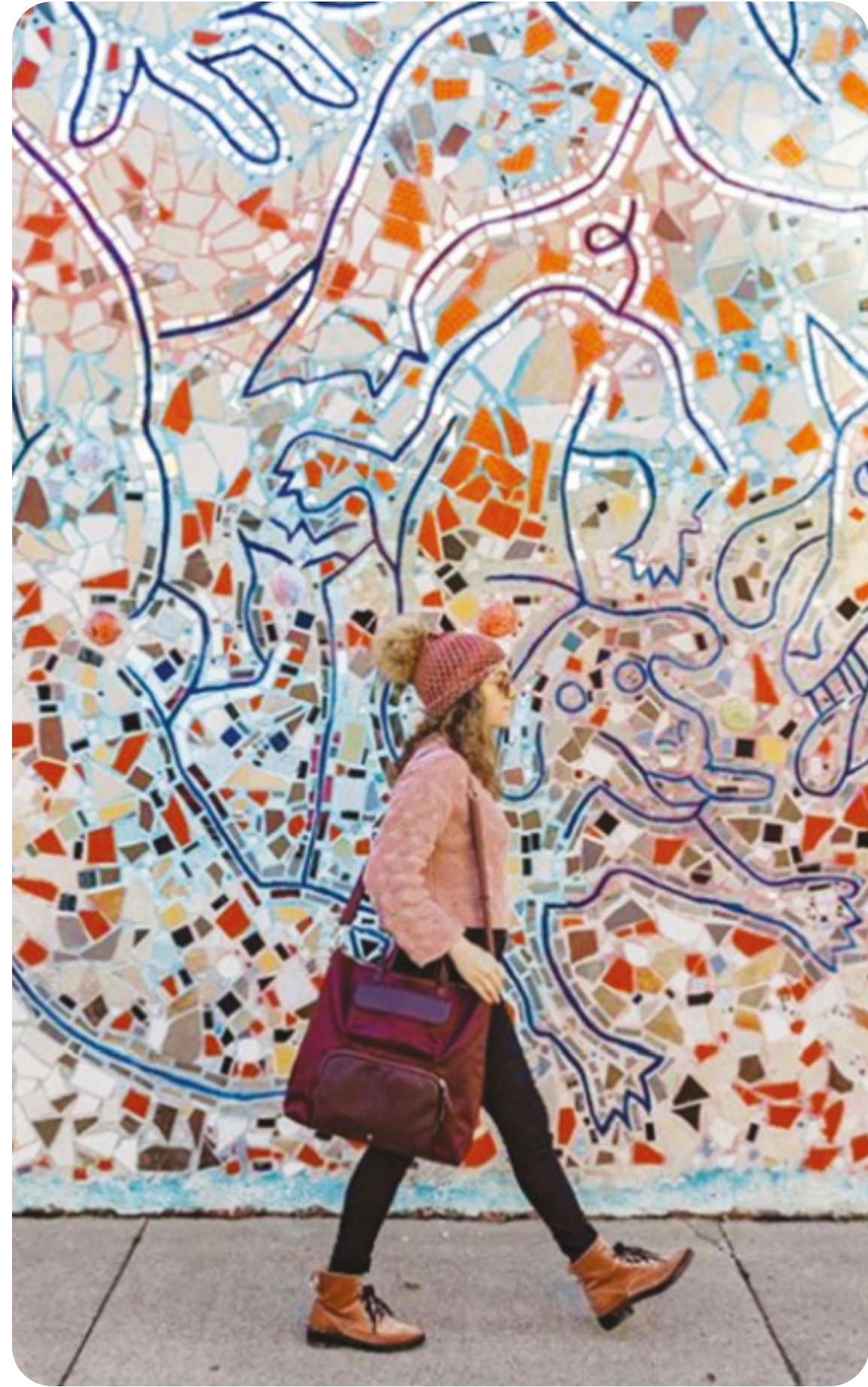
Samsonite boosts their identification rate to 24.5% of site traffic

Samsonite turned to Wunderkind to help scale their email remarketing channel. Bringing advanced technology, tactics and services to the table, Wunderkind helped the retailer recognise more of their traffic down to an email address.

Wunderkind enabled the brand to dramatically increase its triggered email reach, which improved its cross-channel customer experience and recovered more abandoned revenue.



▶ View full case study



Wunderkind
Formerly BounceX

Wunderkind is a leading performance marketing engine that allows digital businesses to deliver one-to-one messages at unprecedented scale by remembering their visitors better than ever before.

Engaging customers and building company value with exit intent campaigns

Case study

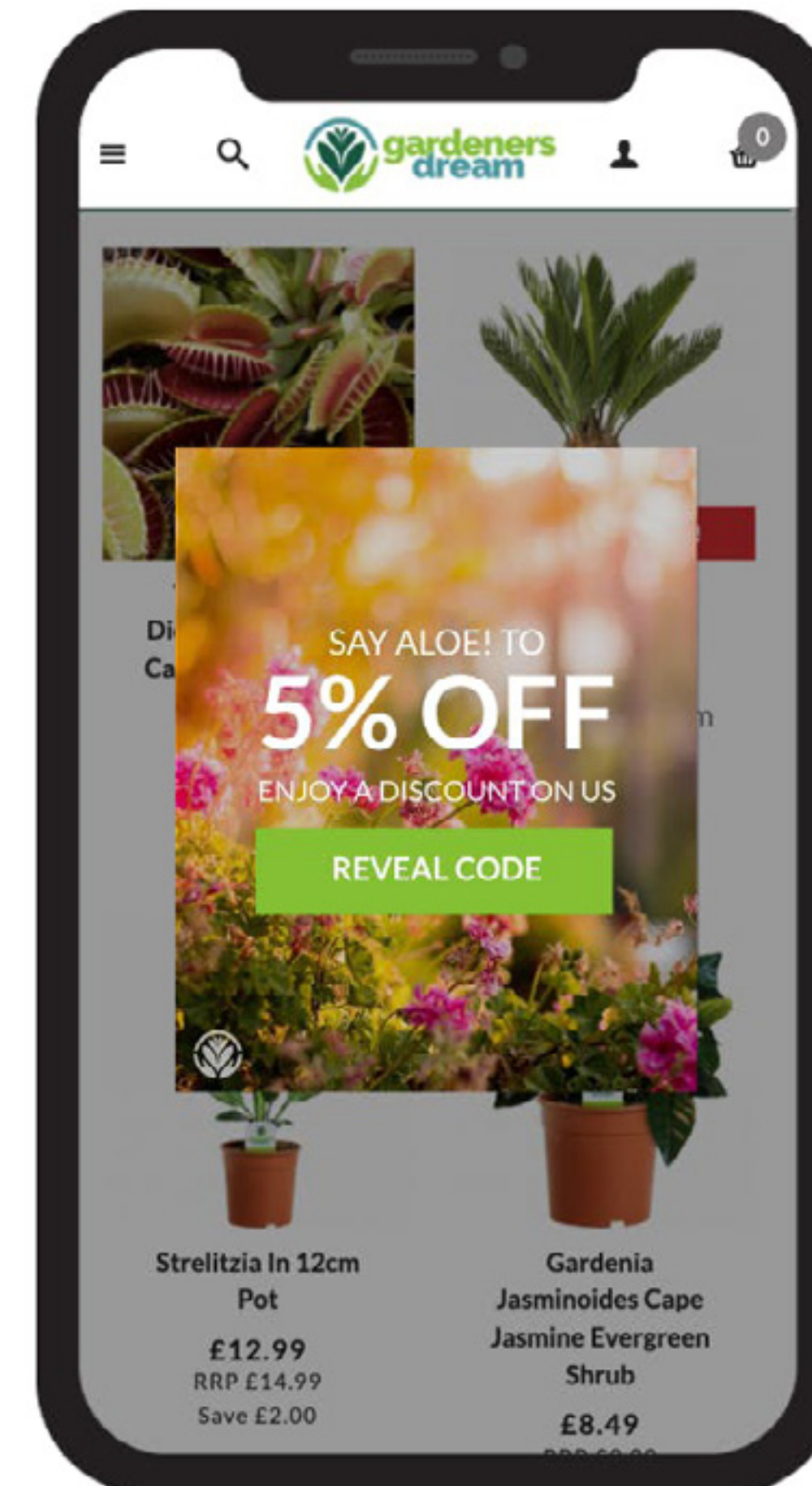
Gardeners Dream find 15.7% of visitors converted after interacting with Salesfire campaigns

Thanks to Salesfire's intelligent overlays, Gardeners Dream have been able to enhance their communication with customers, building rapport and increasing average order value.

The customer journey was optimised to retain customers through to successful checkout, and to help encourage return purchases.

"It wasn't apparent how much basket abandonment was impacting us until implementing Salesfire and applying overlays to the site. Salesfire has not only increased our conversion rates and revenue, but has also enhanced our customers journey and experience of online gardening."

► View full case study



Salesfire

Salesfire provides retailers with a range of intelligent conversion rate optimisation products, inspiring customers to progress their on-site purchase journey, and convert into paying customers.

Offering search functions, social proof, and pop-up overlays alongside abandonment emails, Salesfire prompts shoppers to complete their purchase, boosting conversion rate and average order value.

Bidnamic – Google Shopping specialists with proven results

Read how Bidnamic helped these industry-leading retailers increase their conversion rates through Google Shopping

THE UNION PROJECT

Conversion rate
+18%

View case study bidnamic.com/case-studies/theunionproject



Conversion rate
+59%

View case study bidnamic.com/case-studies/predator-nutrition

happy little home

Conversion rate
+30%

View case study bidnamic.com/case-studies/happy-little-home

EDEN.MILL
ST ANDREWS

Conversion rate
+24%

View case study bidnamic.com/case-studies/eden-mill

GARMENTORY

Conversion rate
+15%

View case study bidnamic.com/case-studies/garmentory

 **VOLCOM**

Conversion rate
+10%

View case study bidnamic.com/case-studies/volcom

 **BOROUGHBOX**

Conversion rate
+73%

View case study bidnamic.com/case-studies/boroughbox



To discuss any of the points raised in this report and to explore how Bidnamic's platform can help your business book a call now.

[Book a call](#)

bidnamic.com/book-a-call

Bidnamic