

Online sales at Dr. Techlove soar using Google Smart Shopping campaigns



Innovative tech gadget eCommerce company
Brisbane, Queensland, Australia



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The challenge

Dr. Techlove focuses on new smart technology with a complimentary selection of everyday affordable consumer and business technology. They have over 15,000 SKUs and wanted an automated, cost effective solution to increase sales and decrease cost per conversion. They tried various solutions outside of Google Ads, but did not achieve the results they were looking for.

The approach

After 12 months of searching and trying a variety of solutions, Dr. Techlove discovered Google Ads for WooCommerce – an extension developed by Kliken that integrated their WooCommerce store directly with Google Ads. As the Dr. Techlove team adds more products to their store, they are automatically added to the Shopping campaign. As products become out of stock, the platform also automatically turns off those products in the Shopping feed and enables them again once they are available.

Partnering with WooCommerce

Using Google Ads for WooCommerce makes it easier for merchants to advertise on Google Ads straight from their store. Store owners can increase sales and revenue by generating a fully optimized Google Smart Shopping Ads campaign in just a few simple steps.

The results

In the seven months between August 2019 and March 2020 Dr. Techlove saw an increase in product sales. Return on ad spend increased by 30x. New sales increased by 160, including products with no previous sales history. In addition to sales, cost per conversion decreased to \$7.

“If I could give advice to people on the fence: get started ASAP. You will see a return immediately. It is automated, cost effective and delivers. It is the ultimate marketing solution.”

—Seth, Director at Dr. Techlove

30x

ROAS with Kliken

+160

New product sales

\$7

Cost per conversion with Kliken

1.2x

Other platforms ROAS*

50%

Increase in total sales

\$33

Cost per conversion with other platforms*

Google Ads

WooCommerce

*Other platforms include Bing Ads, Facebook Ads