

Case Study

Journey Further

Journey Further delivers 97% higher revenues from Google Shopping for a home decor brand

Overview

The rise of remote work has brought certain areas of day to day life into greater focus. For many home-bound consumers, this meant finally prioritizing various home improvement projects. And that meant big opportunities (and competition) for direct to consumer brands in the home decor space.

One leader in home furnishings wanted to make the most of the moment, so they partnered up with their agency, Journey Further, to capture market share and new revenue.

97%

increase in
revenue from
Google Shopping

27%

increase in
impression share

Main Challenges

Shedding light on Google Shopping

Journey Further saw that the brand was already getting good results from text ads, but there was room to grow on Google Shopping.

To take full advantage of that channel, Journey Further first needed to answer key questions for their client - questions they couldn't get from Google's data alone.

Where do we stand?

First, Journey Further needed competitive benchmarks for each of their key product categories. How was the brand doing vs. their rivals in Google Shopping and what kind of results could they expect? Google Auction Insights couldn't offer answers, but Adthena could.

How do we optimize both ROAS and volume?

Journey Further frequently used Smart Bidding on Google to achieve their target ROAS. But that would sometimes lock their client out of impressions that were less profitable, yet still essential to growing market share. They needed a way to balance ROAS and impressions. Again, Adthena provided the essential direction they needed.

Solution

Getting vital competitive benchmarks

Thanks to Adthena's data, Journey Further could see a market-wide view of how their client was performing relative to category competitors. As a result, they knew where they ranked, where they needed to go, and who they needed to beat.

Illuminating new pathways to volume

Adthena's insights also revealed tactical options for increasing share of impressions without compromising on ROAS.

For example, optimizing titles and descriptions was job one. Our platform revealed a number of valuable search terms where the brand was not currently appearing. By adding those new terms into description lines and titles, the ads became more relevant to search queries - driving up volume and ROAS.

As a result, Journey Further delivered a 97% increase in revenue from Google Shopping campaigns, and a 27% increase in impression share. To top it all off, ROAS also grew by 38% - making the client's shopping campaigns a huge success.



+97%
increase in revenue from
Google Shopping campaigns



+38%
increase in ROAS from
Google Shopping campaigns



+32%
increase in revenue
from PPC campaigns

“Our client was strong on PPC, but Google Shopping is unique, and we knew they weren’t taking full advantage of it. With Adthena, we had the data to both tell a complete story and to see the right path forward. It’s helped us get remarkable results for all of our clients on Google Shopping.”



Hannah Moore
Senior PPC Analyst,
Journey Further



See how we can help you reach, acquire and retain customers

Define your universe

Make informed, strategic decisions with your very own machine-learned Whole Market View

Strategic Intelligence

Gain unrivalled competitive clarity to optimize your digital marketing strategies and maximize revenue

Capture every move

Stay ahead of your rivals with Smart Monitor, an automated AI threat and opportunity-detecting technology

Maximize brand engagement

Engage with your customers by turning competitive gaps and market changes into opportunities

Empower your teams

Leverage our industry expert consultants, delivering bespoke reports through customized Solution Services

Learn about our technology today.

Maximize your search performance by leveraging AI to monitor your entire competitive landscape.
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