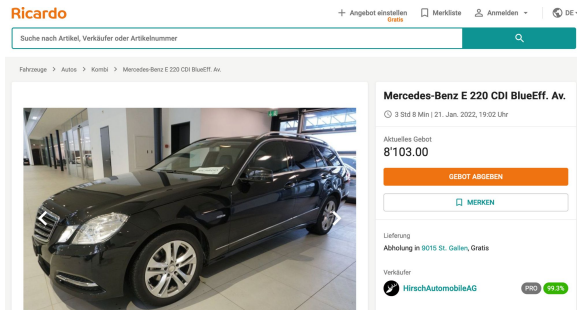


SMG boosts Ricardo's ROAS by 29%, with Inventory Management Campaigns



Leading marketplace and classified ads platform
Zurich, Switzerland • [swissmarketplace.group](https://www.swissmarketplace.group)



*Results achieved during the campaign period September to October 2021.

About Google Marketing Platform: Google Marketing Platform is a unified advertising and analytics platform that helps enterprise marketers make better decisions faster. With Google Marketing Platform, you're in control of every campaign, so you have the flexibility to adapt to the needs of your business and your customers. Learn more at g.co/marketingplatform.

© 2022 Google LLC. All rights reserved. Google and the Google logo are trademarks of Google LLC. All other company and product names may be trademarks of the respective companies with which they are associated.

The challenge

SMG Swiss Marketplace Group's analysis revealed that customers landing on its Ricardo (ricardo.ch) product pages typically generated more revenue than visitors to category pages. Using this insight, they tried promoting their product pages in paid search at scale – but manually building and optimising ads for each of its 2M product lines proved impractical.

The approach

To build unique product-specific search ads at scale, SMG implemented a feed-based solution using Inventory Management Campaigns in Search Ads 360 (SA360) on Ricardo. This allowed the team to quickly and easily automate the creation of multiple campaigns for its Ricardo brand, followed soon after by its automotive website, Carforyou.ch

Partnering with Trakken

The implementation and onboarding of Google Search Ads 360, plus Inventory Management Campaigns workshops, was handled by digital agency, Trakken. SMG also teamed up with Feedonomics, an enterprise feed-management tool provider.

The results

Overall, the results were outstanding. Using Inventory Campaigns helped SMG achieve a 29% higher ROAS for Ricardo, and a 3% lower CPA for Carforyou.ch.

“Inventory Management Campaigns, coupled with the power of SA360, allowed us to quickly and easily scale feed-based search campaigns across two of our brands. Have I also mentioned a better ROAS and CPA?”

—Giacomo Iotti, Performance Marketing Manager,
SMG Swiss Marketplace Group

29%

Higher ROAS*

3%

Less CPA*

Google Marketing Platform

Trakken