REVOLVE

REVOLVE Clothing improves Google shopping efficiency and performance with Criteo Predictive Search.

THE RESULTS

↑ **16%**
Conversion Rate

↑ **36%**
ROAS
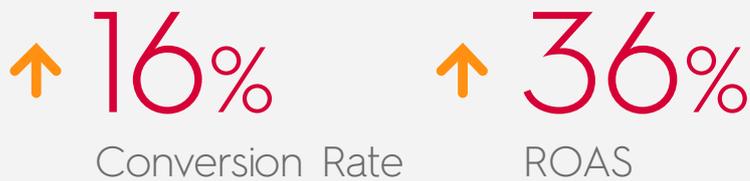
BACKGROUND

REVOLVE Clothing is a Los Angeles-based online fashion retailer featuring more than 500 designer brands in men's and women's apparel, shoes and accessories.

Given constantly evolving consumer trends and inventory, REVOLVE was finding that a standard, static Google Shopping campaign structure was limiting channel performance. With growth and revenue flattening out, the company wanted a more sophisticated, optimized approach to spark performance. The company decided to implement Criteo Predictive Search.

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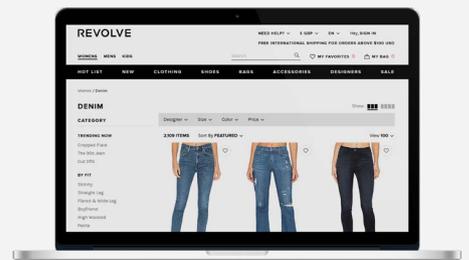
Criteo's wealth of knowledge and expertise in product feeds, user data, campaign structure and bidding helped us grow our Google Shopping program in a way we couldn't do on our own.

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Ryan Pabelona Director, Performance Marketing, REVOLVE Clothing

REVOLVE

THE SOLUTION

Automated and comprehensive, Criteo Predictive Search dramatically improved REVOLVE's results from Google Shopping using precise, predictive optimization across every aspect of its campaigns.

HOW IT WORKS

Predictive bidding

Criteo Predictive Search used precise, predictive optimization across every aspect of REVOLVE's Google Shopping campaigns, eliminating manual optimization and guesswork. With new products constantly coming into REVOLVE's catalog, there was little time to collect the historical data needed to set accurate bids. Criteo Predictive Search automatically set optimal bids for each product by leveraging a comprehensive set of real-time signals, including product characteristics, device, search queries, and user behavior.

Responsive campaigns

Criteo's automated campaign optimizations kept REVOLVE's google shopping campaigns in sync with its constantly changing catalog. A SKU-level, evergreen campaign structure delivered efficient bidding for each product and consumer based on product characteristics, performance history, intent, device, and behavior. As REVOLVE's campaign structure adapted, so did their budget caps, settings, and bid modifiers.

End-to-end solution

Criteo Predictive Search automatically manages all aspects of Google Shopping campaigns, so all pieces of the campaign work together to drive higher performance. For example, Criteo automatically optimized REVOLVE's feed to minimize errors, improve product visibility on Google, and ensure precise and efficient bids.

Advanced remarketing

Criteo Predictive Search transformed how shoppers were targeted – bidding more for those who were predicted to be most likely to convert. While conventional Google Shopping campaigns segment shoppers based on static rules, Criteo technology programmatically sets bids based on each person's propensity to make a purchase.