



Teespring grows Google Shopping revenue and performance with Criteo Predictive Search



THE RESULTS

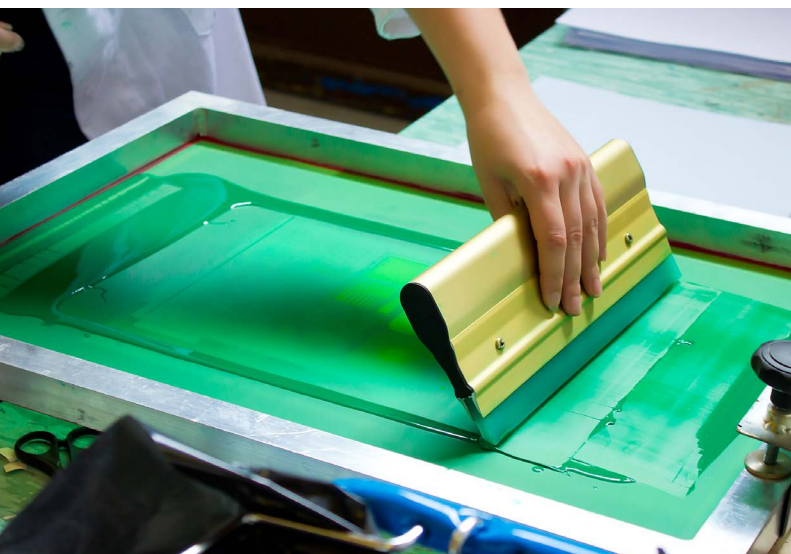
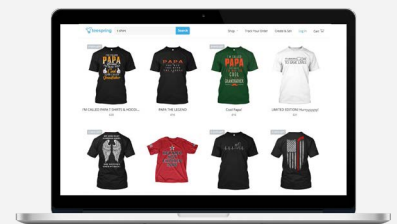
↑ 73%
Revenue

↑ 51%
ROAS

BACKGROUND

San Francisco-based Teespring is a platform that makes it easy for anyone to create and sell high-quality products people love, with no cost or risk. Teespring empowers millions of people to launch their own products with the same economies of scale as a major retail brands via www.teespring.com

With users creating unique products daily, Teespring did not have sufficient resources to place efficient bids on each unique product SKU. Realizing they needed automated technology to better manage bids and grow revenue, Teespring turned to Criteo Predictive Search.



Finding a partner that can be just as agile as we are, is super important as we continue to scale the number of sellers and products for our business. We've seen positive gains in just a month from converting our Google Shopping program to the Criteo platform.

Sam Ross, Growth Marketing Teespring



THE SOLUTION

By implementing Criteo Predictive Search, Teespring was able to coordinate and automate management of its Google Shopping campaigns and achieve vastly improved performance. Just as important, it saved time and internal resources previously spent on reporting and ad-hoc changes to feeds, campaign structure, bids, and user lists.



End-to-end Solution Keeps Every Element in Sync

Criteo Predictive Search uses precise predictive optimization across all aspects of Google Shopping, ensuring all elements work together for maximum performance. With millions of ever-changing products in Teespring's inventory, the company's feed required continual updating for accuracy. Automated and precise, Criteo Predictive Search kept feeds accurate, reduced errors, and maximized Teespring's product visibility on Google.



Responsive Campaigns as Fluid as Teespring's Inventory

Teespring immediately benefited from Criteo's granular, optimal bids, which were unhindered by rigid structures or superficial clusters. Criteo Predictive Search established a SKU-based structure that updated continually as users created new products. With each change in inventory, performance, or user behavior, all campaign elements were optimized and adjusted, including structure, settings, negatives, bid modifiers, and budget caps.



Predictive Bidding for Millions of Unique SKUs

Criteo Predictive Search applied precise predictive bidding technology to each and every Teespring SKU based on multi-dimensional signals, including user behavior, product characteristics, and device. This assured optimal bidding accuracy and eliminated guesswork by the Teespring team.



Advanced Remarketing Targets High-Value Users

Criteo Predictive Search established value-based, fluid user lists based on each user's current propensity to make a purchase. Using behavioral signals, Criteo was able to continually evaluate each user's likelihood to convert to keep bids fully optimized toward performance.

HOW IT WORKS