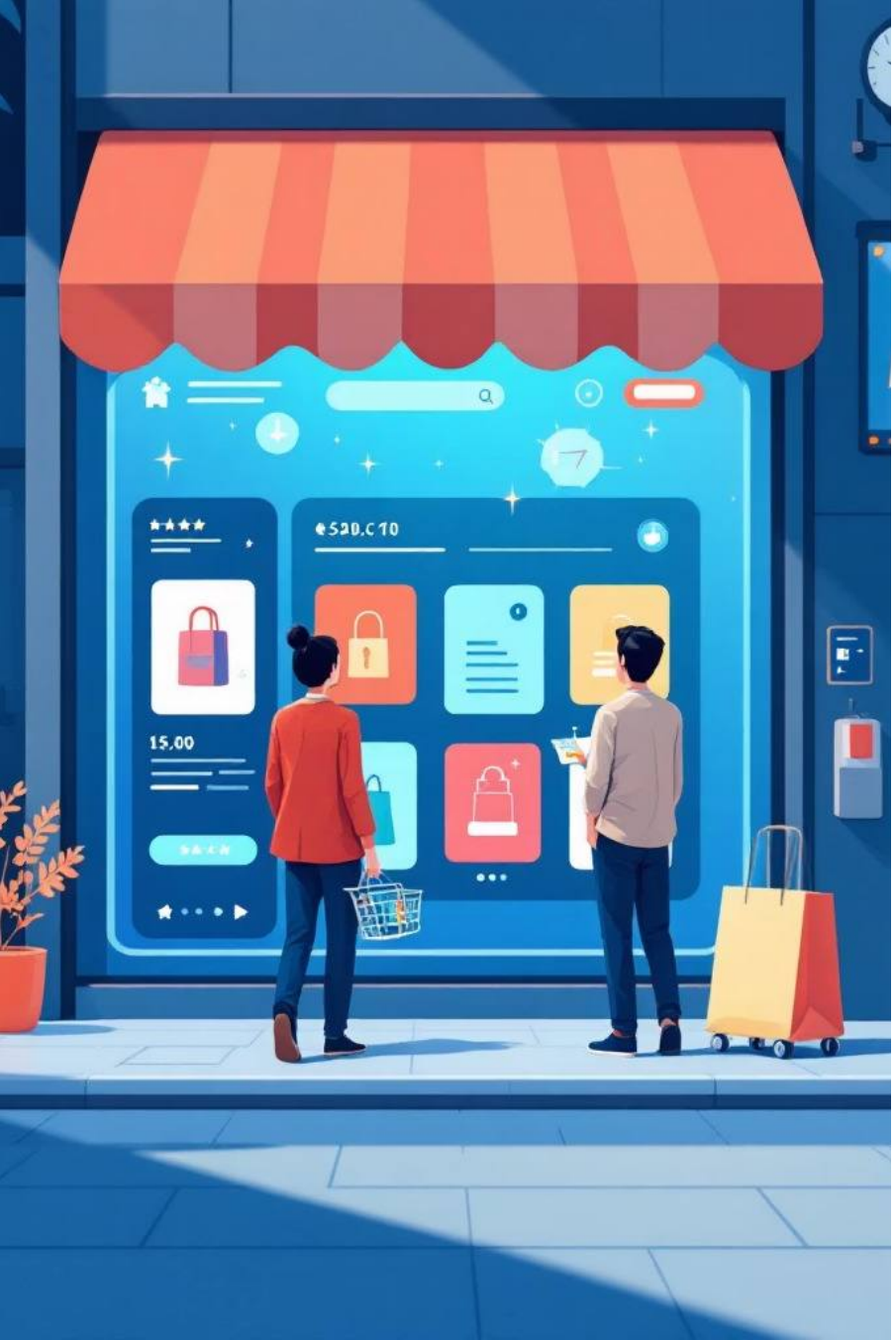


Google Shopping Case Study

How We Helped an eCommerce Brand Dominate Multiple Positions & Scale 3.2X Revenue Without Increasing Budget

Ecommerce Brand Case Study | By Prakhar Kathal

Made with GAMMA

Client Overview

Industry

eCommerce Brand with Multi-SKU Product Business

Business Model

Direct-to-Consumer (DTC)

Platform

Google Shopping Ads

Goal

Increase visibility & scale revenue profitably

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The Problem

Limited Visibility

Brand was only appearing in 1 Shopping position across search queries

Competitive Pressure

Heavy competition pushing products down the page

Scaling Barrier

Growth was restricted by low visibility, not low spend. Scaling required increasing budget significantly.

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Key Insight

Retail Shelf Analogy

Google Shopping works like a retail shelf where visibility determines success

Common Mistake

Most brands compete for just 1 position

Winning Strategy

Winning brands dominate multiple positions simultaneously

More visibility = More clicks = More revenue

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Strategy: Shopping Domination Framework

Our 4-Layer Approach



Feed Architecture Optimization

Structured product feed for maximum visibility



Intent-Based Product Listings

Multiple listings aligned with buyer search intent



Multi-Position Shelf Ownership

Dominating multiple spots on the shopping results page



Campaign Structure Optimization

Strategic campaign setup supporting multiple listings

We focused on visibility, not just bids.

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Execution

01

Identified Hero Products

Selected high-potential products with strong conversion history

02

Created Multiple Listings

Developed different product listings for various buyer intents

03

Optimized Product Titles

Refined titles for high-intent keywords and search relevance

04

Structured Campaigns

Built campaign architecture to support multiple listings effectively

05

Aligned Landing Pages

Matched landing pages with specific search intent for higher conversions

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Performance Impact

Multi-Position Presence

Brand started appearing in 2–4 Shopping positions simultaneously

Impression Growth

Significant increase in Shopping impressions across all campaigns

Higher CTR

Click-through rates improved due to better relevance and visibility

Competitive Edge

Pushed competitors further down the page

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Results

3.2X

Revenue Growth

Triple-digit increase in total revenue

$0

Budget Increase

No additional ad spend required

Higher conversion rates and stronger brand visibility achieved by fixing visibility issues, not increasing spend.



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Key Takeaways

Feed Strategy Drives Success

Google Shopping performance is fundamentally driven by intelligent feed architecture and optimization

Visibility Is the Growth Lever

Strategic visibility improvements unlock revenue growth without proportional budget increases

Market Dominance Through Multiples

Multiple listings create higher market dominance and push competitors down

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Want to scale your Google Ads profitably?

Get a free audit with AdScale

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