# How Competitively Priced Products on Google Product Ads Generated 16% Lower Cost per Click and 30% Higher Conversion Rate.

The major problem many Google marketers face is that despite spending a huge amount of money on Google Product Ads, they do not achieve the desired conversion rates. Why?

COMPETITIVE PRICING IS THE SOLUTION

★ "Price" is a key factor for winning the coveted Amazon Buy Box. We discovered it also has a big impact on Google Product Ad performance as well.

★ We monitored price data for three Google advertisers for three months.

★ We compared changes in price competitiveness for individual SKUs to performance metrics.

125 M IMPRESSIONS

$430 K ADS

$2.5 M REVENUE
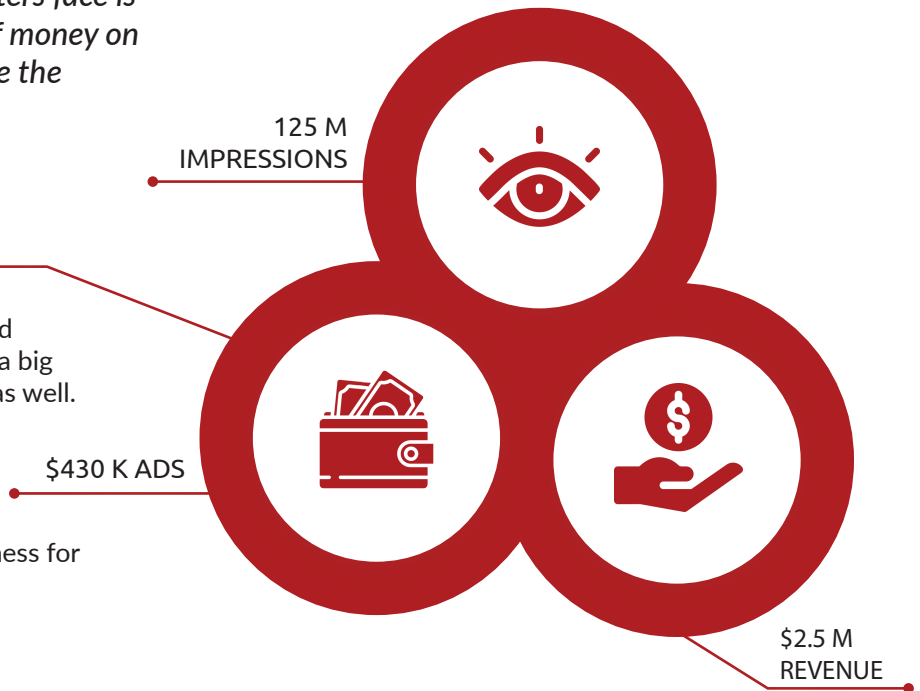
Being "cheapest" on a SKU yielded

RESULTS

16%

Lower CPC

30%

Higher Conversions

KEY TAKEAWAYS

★ Google Marketers can take advantage of lower cost per click (CPC) to increase bids on "cheapest" products and maximize Return on Ads.

★ Pricing analysts can use this competitive data to optimally drop prices on expensive products and increase sales.

★ Our research shows that correctly lowering prices increases sales and profits.

WHY GROWBYDATA?

★ We help agency partners turn novel competitive insights into better campaign performance. Agencies use our data to act within their internal systems and provide reports to campaign managers and clients.

★ We combine this data with our Feeds product to automatically create custom labels in a merchant's product feed based on competitiveness, and then align this data with timely campaign tactics.

★ We generate insights that provide price reduction recommendations and design the process of adjusting prices quickly and easily by setting up custom rules and e-commerce cart integrations.

GrowByData

www.growbydata.com