

Staying Ahead in the Musical Instrument Space

Overview

One of our agency partner's clients is a leader in the musical instrument space. Historically, brands & retailers in this industry have advertised and sold instruments individually using Google Shopping. However, the account team assigned to this specific client noticed a trend where the client's competitors were bundling instruments and accessories together in a single Google Shopping Ad.



Main Challenges

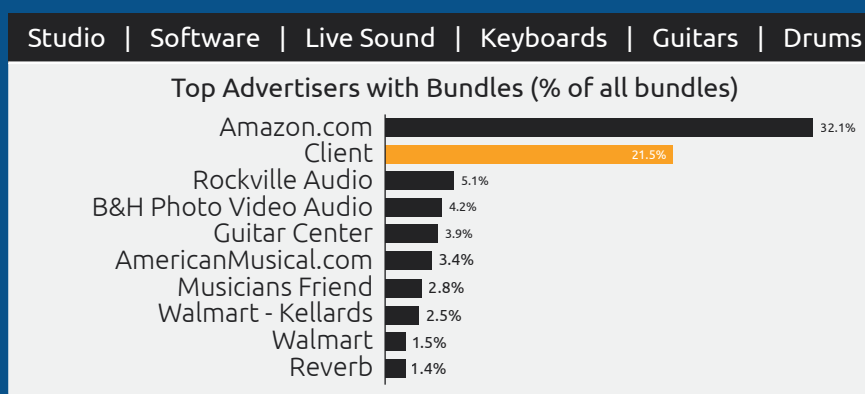
The musical instrument industry client was noticing more bundled products in the marketplace and wanted to understand if/how their competitors were using them. They wanted to use this as a data point to consider additional investment into creating bundles that would impact CTR, CVR, and ROAS. Our agency partner sought our help to assist in answering the following questions from their client:

- 1 For the client's keyword set, what percentage of Google Shopping Ads are bundles?
- 2 Which keywords display the most ads with bundles and what products are typically bundled?
- 3 Are bundles typically combined with a sale, price drop or promotion?

The GrowByData Solution – Insights That Drive Action

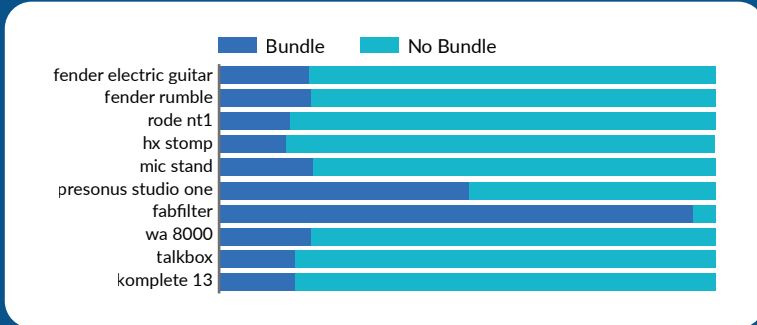
Here is how our holistic search data helped support our agency partner with its marketing strategy for their client on Google Shopping.

1. GrowByData's Google Shopping Reporting Provides Visibility Down to the Category and Sub-Category Level



Based on the analysis, we were able to show that Amazon had almost 50% more bundled products than the client.

2. GrowByData's Custom Dashboards Analyzes PLA Titles at a Keyword and Category Level



Category	Bundle	No Bundle
Accessories	0.4%	99.6%
Brand & Orchestra	0.0%	100.0%
Bass	0.1%	99.9%
DJ	0.2%	99.8%
Drums	1.8%	99.2%
Guitars	1.1%	99.9%
Keyboards	0.7%	99.3%
Live Sound	0.3%	99.7%
None	3.9%	96.1%
Software	11.9%	88.1%
Studio	2.0%	98.0%

With GrowByData's interactive custom dashboard, we identified high opportunity keywords for the client to build out new bundles for.

3. GrowByData's Unified Reporting Provides Deep Insights into Promotions and Sales on Google Shopping

Advertiser	Bundles as a % of Product Mix					Non-Bundles as a % of Product Mix (No Annotations)
	Product Mix	No Annotations	Sales/Price Drop	Pickup/In Store	Free Shipping	
1. Amazon	5.2%	0.2%	+0.01%		5.0%	9.5%
2. Client	1.3%	0.9%	+0.01%		0.4%	49.7%
3. B&H Photo Video Audio	3.9%	0.5%	+0.01%		3.4%	10.6%
4. Rockville Audio	25.4%	1.0%			24.4%	5.7%
5. AmericanMusical.com	2.6%	1.4%			1.2%	48.8%
6. Walmart-Kellards	47.4%				47.4%	
7. ProAudioStar.com	5.2%	0.7%			4.5%	68.8%
8. Woodwind & Brasswind	2.9%				2.9%	0.6%
9. Full Compass System	1.5%	16.9%			1.4%	16.9%
10. Guitar Center	0.2%	29.4%		0.1%	0.1%	29.4%

Categories	Bundles as a % of Product Mix					Non-Bundles as a % of Product Mix (No Annotations)
	Product Mix	No Annotations	Sales/Price Drop	Pickup/In Store	Free Shipping	
1. Studio	2.0%	0.3%	+0.01%	+0.01%	1.6%	31.0%
2. Guitars	1.1%	0.5%	+0.01%		0.7%	38.5%
3. Software	11.7%	2.2%	0.1%	0.1%	9.4%	33.4%
4. Keyboards	0.7%	0.2%			0.6%	37.4%
5. Live Sound	0.3%	0.1%			0.3%	44.9%
6. None	3.8%	0.8%	+0.01%	0.3%	2.8%	30.4%
7. DJ	0.2%	0.1%	+0.01%		0.2%	40.9%
8. Drums	1.8%	0.2%			1.6%	35.2%
9. Accessories	0.4%				0.4%	64.3%
10. Bass	0.1%	0.1%			+0.01%	50.1%
11. Brand & Orchestra	0.1%					47.2%

Our data showed that very few competitors combined bundles with sales and promotions which presented a strategic opportunity to positively impact performance through increased CVR, CTR and AOV through testing bundled ads with promotions.

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