

Apparel Retail Giant Unlocks the Value of Tracking Brand Terms

Overview

An omni-channel department store chain noticed that their text ad CPC for brand terms was increasing. The existing monitoring tools including Google auction insights were not showing reasons for anomalies that were inflating their CPC adversely and decreasing their ROAS. The agency team approached GrowByData to investigate why their brand term CPCs were rising.

The Solution

GrowByData performed twice-a-day SERP monitoring from 4 different US regions across desktop and mobile devices. The SERP data showed a group of small SOV competitors bidding on their brand terms causing the rise in CPC. Apparently, these competitors had impression share below 5%, which Google Auction Reports was not showing. The agency account team discovered the competition, and understood where, when and on what ad copies these competitors were appearing on the client's brand term.

Results

These Insights enabled the agency team to devise smart remedial activities. Agency team was able to smartly optimize ROAS impacting due to CPC rise due to the competitors bidding on their brand terms.

