

# Mytrendyphone.com

## Successful shopping campaigns with product feed optimization

MyTrendyPhone.com is one of the biggest online retailers in Europe, selling accessories for mobile phones, desktops, laptops, Bluetooth devices, digital cameras, and more. Its distribution covers 12 key markets, including United Kingdom, Denmark, Norway, Sweden, Germany, the Netherlands, Spain, and France.

To stay on top of an increasingly competitive market, MyTrendyPhone.com needs to be visible on **Google Search** and **Google Shopping**, especially as 85% of their sales and attributional sales comes from **paid search**. Digital Excellence has been working with the company since 2015, controlling a multi-million EUR annual online marketing budget, in order to structure and execute an acquisition strategy across 45,000 products in 12 active markets. This has resulted in consistent growth in sales year after year.

### Strategy

As the scope of shopping and product/feed-based campaigns continue to grow annually, competition has intensified within the mobile accessories vertical. Using best-in-class software for feed management, bid management, and pricing benchmarks in tandem with dynamic search insertion tools, Digital Excellence has created a **product matrix strategy** that will accommodate product diversifications according to margins, sales volume, and popularity. The right mix gives not only the desired return but also the optimal sales volume, based on a given competitive scenario for each market.

The shopping strategy starts with a deep dive into product feed data. Based on the findings, we then optimise the quality of the feed towards the Google algorithm and also to suit user search behavior. From there, we implement the product sales strategy, as determined by margins, return on ad spend (ROAS), and sales volume.

### Achievements and next steps

In the four years of partnership with MyTrendyPhone.com, Digital Excellence has been able to **double ROAS** and **increase sales by 20%**, while significantly **reducing cost** for the client.

One key finding is that some products on MyTrendyPhone.com may drive a lot of sales but not necessarily have high margins. As a next-step strategy, Digital Excellence intends to factor their attributional value in marketing decisions, such as when making future rebuys.