

Partnering with Exclusive Concepts, Boatersland adopts Product Listing Ads to grow revenue by 30% and site transactions by 52%.



About Boatersland

- www.boatersland.com
- Solon, OH
- Marine electronics, boating equipment & supplies

About Exclusive Concepts

- www.exclusiveconcepts.com
- Burlington, MA
- Google Certified Partner specializing in retail marketing, ecommerce

Goals

- Drive more traffic
- Increase conversions
- Get expert help to realize full AdWords potential

Approach

- Work with Exclusive Concepts, a Google Certified Partner
- Use Product Listing Ads to generate product-specific ads for 30K+ items
- Submit daily product feed to Merchant Center
- Create finely segmented campaigns with targeted bids, messaging

Results

- 30% higher revenue, 52% more transactions in 2012
 - Strong ROAS due to efficient cost-per-transaction
 - Additional revenue allowed for improvements to infrastructure
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Driven by a passion for boating and an extensive experience in retail, John Matejovich launched Boatersland in 2003 out of his basement. Over the past decade, Boatersland has evolved from a two-person operation into a leading retailer of boating equipment and marine electronics and supplies. To build Boatersland from the ground up, John has long partnered with Google AdWords to drive qualified traffic to the website – Boatersland’s lifeblood – and grow the business.

Setting sail with Google AdWords

Soon after starting his business and website, John turned to AdWords to generate traffic. “I credit AdWords with the successful launch of the business. It’s amazing how fast revenue went from practically nothing to pretty substantial once AdWords kicked in,” he remembers. Though he single-handedly managed his AdWords account for several years, John found himself too busy running his growing business and could no longer effectively manage and optimize his AdWords campaigns alone. “AdWords had so much more potential for us that I knew I had to find somebody to help me with it,” he recalls. “It had been a big part of our business in the past and I knew it could be again.”

Getting more from AdWords with an expert partner

In September 2011, aiming to make his AdWords campaigns profitable once again, John began working with Exclusive Concepts. Exclusive Concepts is a Google Certified Partner, which means it has proven an in-depth understanding of Google AdWords and account management by passing Google certification and demonstrating digital expertise. Specializing in online retail, Exclusive Concepts focuses on building custom, ROI-focused solutions for its clients and also offers SEO, email marketing, conversion optimization and site speed testing services. “Exclusive Concepts has done a fantastic job managing AdWords – it took them two months to make it profitable, and that’s continued to increase ever since,” says John.

Creating product-specific ads at scale

Guided by Exclusive Concepts, Boatersland invests the majority of its online marketing budget with Google, using both search and display. With the goal of driving sales, Boatersland began using Product Listing Ads, which are search ads featuring richer product information like price, product image and merchant name. “We wanted to create product-specific AdWords ads and get them in front of customers,” says John. “But with more than 30,000 products, how do you build an ad for each product? Product Listing Ads let us do that automatically using product feeds and images from our website.”

Relevant product information draws more qualified leads

Google uses Merchant Center product feeds to show Product Listing Ads relevant to users’ queries on Google Search and Google Shopping. Whenever a user enters a search query relevant to an item in Boatersland’s Merchant Center

account, Google automatically shows the most relevant products along with the associated image, price and product name. This helps Boatersland increase the quality of its leads by featuring product information directly in its ads to help customers make informed purchase decisions.

To ensure that potential customers see the freshest, most relevant information about its products, Boatersland updates its Merchant Center product feed daily. Exclusive Concepts helps John optimize the feed and create finely segmented Product Listing Ads campaigns based on product type, such as boat covers, boat paint and marine instruments, using highly targeted bids and promotional messaging.

Product Listing Ads boost revenue, transactions

After integrating Product Listing Ads into its ad strategy in 2011, Boatersland's revenue and transactions were at their highest in 2012, compared to the previous four years – site revenue increased 30% and transactions grew 52%. Product Listing Ads also give Boatersland an efficient cost-per-transaction, generating a strong return on ad spend for the company. "The increased revenue allows us to reinvest in our infrastructure, with improvements to both our website and the back-end," says John, adding that Boatersland grew Google's share of the marketing budget from 20% to more than 90% after the positive experience. "Product Listing Ads dramatically improved our results and changed our business."

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