



**SEARCH ADS
ADOPTION:
FULL AUTOMATION
FOR A DATA-DRIVEN
MARKETING
STRATEGY**

STOREIS.



Fashion Brand

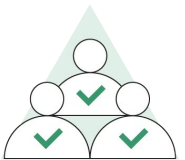
GOALS



Improve the **visibility of the brand in the SERP** and **increase the ROAS** of the Search and Shopping campaigns of the different search engines



Ensure **high relevance** of **Search Paid ads**



Re-engage users in a **cross-channel way** thanks to **more targeted messages**



OUR APPROACH



Search Ads 360

1. Search Ads 360 Adoption

Integration of different search engines with **Search Ads 360** to facilitate the **management, optimization, and monitoring** of **Search and Shopping campaigns** in a single platform.

2. Push Brand Visibility & Improve ROAS

Definition of **SA 360 bidding strategies** to achieve **business goals: increase brand visibility** and **optimize** the **return on investment**.

3. More targeted campaigns

Use of **automated campaigns** on the **inventory feed** to intercept high-yielding long-tail keywords and reflect actual product availability, automatically generating **more researched** and **always relevant ads**.

4. Cross-Channel Remarketing

Creation of **remarketing lists** through the **integration** between **Search Ads 360** and **Meta** to re-engage target users, using **consistent** and **targeted cross-channel communication**.

KEY WINS

GOALS

1 Improve the **visibility of the brand in the SERP** and **increase the ROAS** of the Search and Shopping campaigns of the different search engines



+ 20% YOY

Increase of the cross-engine **Impression Share**

+ 11% YOY

ROAS from Search Paid

2 Ensure **high relevance** of **Search Paid ads**



+ 25% YOY

Volume of **Impressions**

3 Re-engage users in a **cross-channel way** thanks to **more targeted messages**



+ 7% YOY

Engagement rate social

RESULTS

**WANT TO
LEARN MORE?
LET'S TALK :)**

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