

# Ego Shoes Find Their Feet on Google Shopping with Intelligent Reach



## UK Performance

**80%**  
Traffic Increase

**85%**  
Revenue Increase

## Experiments Results

We tried adding the keyword: "heels" to Ego's product types in an A/B test on Google Shopping over a thirty-day period.

**87%**  
Clicks Increase

"Now we have the information whenever we want it. The Intelligent Reach Product Visibility Cloud lets us look at all sorts of information that would have taken a long time to access previously. We are always well-informed and can look at each product margin and decide what the ROI should be, and therefore what our pricing and bidding can be."

**Usman Riaz, Managing Director,  
Ego Shoes**

# About Intelligent Reach



Intelligent Reach is the product visibility cloud for retailers and brands needing to ensure their products are found by shoppers, where and when they are looking to buy.

Intelligent Reach provides maximum exposure through data optimisation and content experimentation to match products to specific search intent and increase conversion, efficiently.

Product Data Management

Content Experimentation

Marketplace Management

Performance Management

## Just how good is your product data

Lets see how we can help you. Get in touch and we will give you a free product data review and GMC audit to gauge the quality of your product data feeds and see how we may be able to help you improve your product data and business results.

Contact Us:  
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benefit  
SAN FRANCISCO

BURTON

kate spade  
NEW YORK

halfords

Boden

TOPSHOP