



IntelligentReach

EXPERIMENTS PLAYBOOK

DOUBLE YOUR
ADVERTISING
PERFORMANCE
VIA TESTING



1.0 THE BASELINE

ENSURE YOUR
MASTER PRODUCT
FEED IS IN THE BEST
POSSIBLE SHAPE

EXPERIMENTING WITH ATTRIBUTES, SUCH AS PRODUCT TITLE, PRODUCT TYPE AND PRODUCT IMAGES IN YOUR PRODUCT DATA FEEDS WILL HAVE A SIGNIFICANT IMPACT ON THE PERFORMANCE OF YOUR CAMPAIGNS.

But as with all product data marketing, successful campaigns are built on a firm foundation. **So the first order of business is to get your master product feed into the best possible shape.**

1.1 GET YOUR BASE FEED INTO SHAPE

GOOGLE DEFINES A NUMBER OF MANDATORY DATA FIELDS THAT MUST BE PRESENT IN SHOPPING FEEDS BEFORE PRODUCTS CAN BE APPROVED. THESE FIELDS CONTAIN ATTRIBUTES THAT ARE ALSO CRITICAL TO CREATING OPTIMUM PERFORMANCE, THROUGH EXPERIMENTATION, SO IT IS ESPECIALLY IMPORTANT TO CORRECT ANY ERRORS AND OMISSIONS AT THE START.

Most e-commerce shopping feeds are missing at least some mandatory data. The most important of these are the attributes shoppers use most in their searches, such as **product description**, brand, colour, gender, size and material. Missing attributes need to be added into your feed and should be optimised around common search terms. For example, yellow not citrus, XXL rather than Plus Size, and so on.

MANDATORY GOOGLE SHOPPING FEED FIELDS:

| | |
|-------------------|--|
| ID | Retailer identifier |
| TITLE | Product's name |
| DESCRIPTION | Product's description |
| LINK | Product's landing page |
| IMAGE | Product's main image |
| AVAILABILITY | Product's availability |
| PRICE | Product's price |
| BRAND | For new products only |
| COLOUR | Product's colour(s) |
| SIZE | Product's size |
| GTIN | Global trade item number (if assigned) |
| MPN | Manufacturer part number (where no GTIN) |
| CONDITION | Product is used or refurbished |
| ADULT | If adult content |
| AGE_GROUP | For enhanced free listings in clothing & accessories |
| MULTIPACK | For enhanced free listings if a multipack |
| IS_BUNDLE | For enhanced free listings if a bundle |
| GENDER | For enhanced free listings in clothing & accessories |
| MATERIAL | For distinguishing different products in a set |
| PATTERN | For distinguishing different products in a set |
| ITEM_GROUP_ID | For enhanced free listings for grouped products |
| SHIPPING/DELIVERY | Delivery costs |

Most shopping feeds are missing at least some mandatory data

1.2 DON'T FORGET CUSTOM LABELS

LABELLED

| ATTRIBUTE | NO. OF PRODUCTS | % OF DATA PRESENT |
|----------------------------------|-----------------|-------------------|
| Count of id | 472 | 100% |
| Count of gtin | 472 | 100% |
| Count of availability | 472 | 100% |
| Count of condition | 472 | 100% |
| Count of brand | 472 | 100% |
| Count of title | 472 | 100% |
| Count of image_link | 472 | 100% |
| Count of additional_image_link | 472 | 100% |
| Count of google_product_category | 472 | 100% |
| Count of product_type | 472 | 100% |
| Count of color | 472 | 100% |
| Count of gender | 472 | 100% |
| Count of size | 472 | 100% |
| Count of price | 472 | 100% |
| Count of sale_price | 472 | 100% |
| Count of shipping | 472 | 100% |
| Count of custom_lab_0 | 472 | 100% |
| Count of custom_lab_1 | 472 | 100% |
| Count of custom_lab_2 | 472 | 100% |
| Count of custom_lab_3 | 472 | 100% |
| Count of custom_lab_4 | 472 | 100% |

UNLABELLED

| ATTRIBUTE | NO. OF PRODUCTS | % OF DATA PRESENT |
|----------------------------------|-----------------|-------------------|
| Count of id | 472 | 100,0% |
| Count of gtin | 472 | 100,0% |
| Count of availability | 472 | 100,0% |
| Count of condition | 472 | 100,0% |
| Count of brand | 472 | 100,0% |
| Count of title | 472 | 100,0% |
| Count of image_link | 472 | 100,0% |
| Count of additional_image_link | 472 | 100,0% |
| Count of google_product_category | 472 | 100,0% |
| Count of product_type | 472 | 100,0% |
| Count of color | 472 | 50,6% |
| Count of gender | 472 | 50,6% |
| Count of size | 472 | 100,0% |
| Count of price | 472 | 100,0% |
| Count of sale_price | 472 | 2,3% |
| Count of shipping | 472 | 100,0% |
| Count of custom_lab_0 | 472 | 0,0% |
| Count of custom_lab_1 | 472 | 0,0% |
| Count of custom_lab_2 | 472 | 0,0% |
| Count of custom_lab_3 | 472 | 0,0% |
| Count of custom_lab_4 | 472 | 0,0% |

USE CUSTOM LABELS WHEN YOU WANT TO SUBDIVIDE THE PRODUCTS IN YOUR CAMPAIGNS TACTICALLY. FOR EXAMPLE, YOU CAN USE CUSTOM LABELS TO GROUP PRODUCTS BY POPULARITY, SEASON OR MARGIN, AND ADJUST YOUR BIDDING ACCORDINGLY.

Custom labels provide a powerful way to group products and schedule very granular campaign ads, which deliver improved performance and increased return on ad spend (ROAS). But, even though they are extremely important, many product feeds omit them.

Once you have completed your initial health check, concentrating on feed fundamentals, the next step is to turbo-boost your feeds by adding real-world data such as stock level, margin and the actual sales performance of each product so you can set meaningful KPIs.

Your product feed management platform should allow you to introduce performance data from your Google Ads login, especially campaign impressions and clicks, but also income and calculated values such as conversion rates, AOV and ROAS.

Many product feed providers forget to include custom labels, denying merchants the opportunity to boost ROAS with bespoke tactical campaigns



Google
Foundation
Deeper complexion

Buy now

Use custom labels to increase opportunities of your products being found and purchased

2.0

START TESTING

NOW THAT YOU'VE COVERED THE BASICS, YOU CAN FOCUS ON EXPERIMENTATION

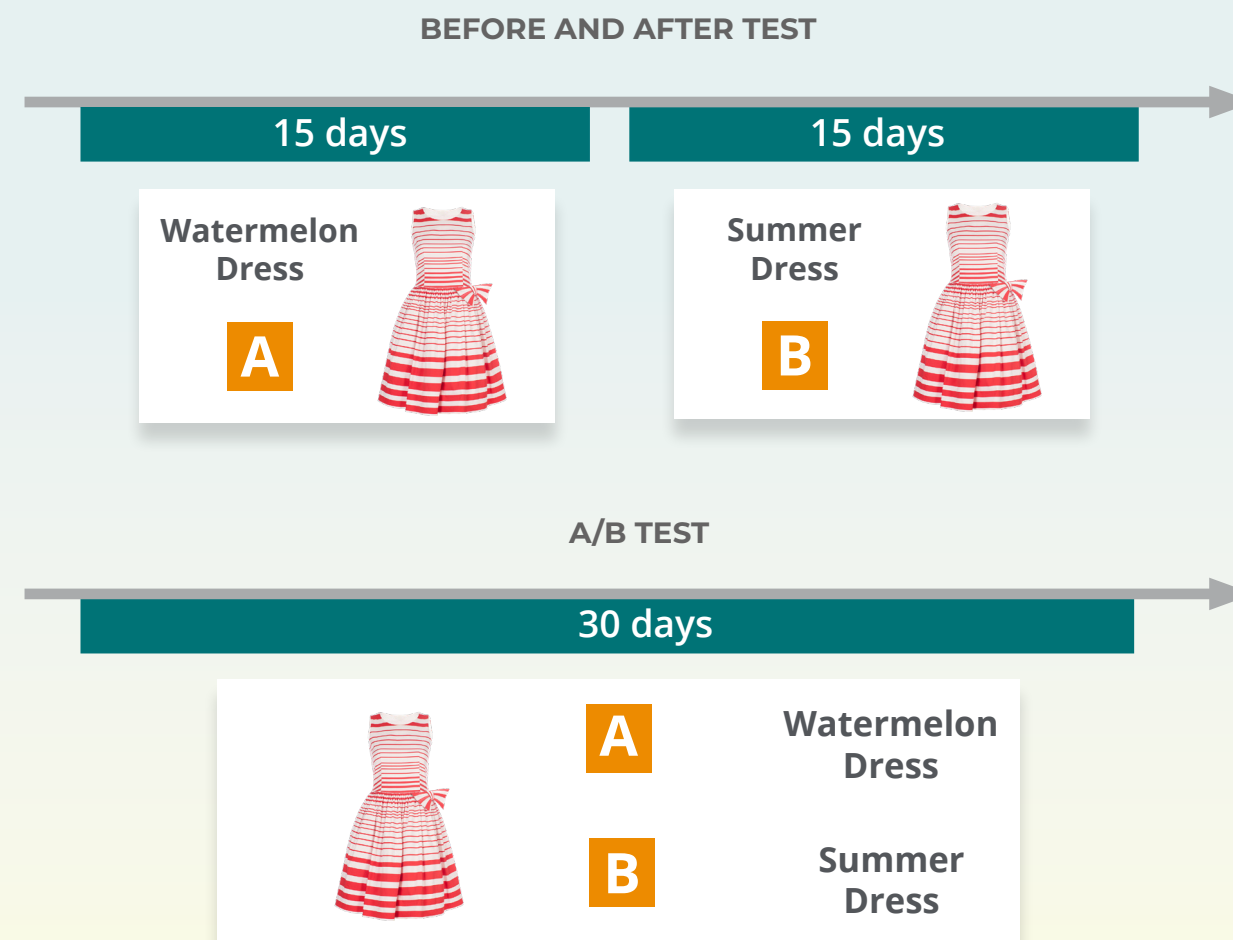
2.1 RUNNING A/B TESTS WITH INTELLIGENT REACH

Without a feed management platform running A/B tests would be a lengthy, manual process. You would have to create two versions of the feed and run them in two different test windows. You would then compare the two data sets in a spreadsheet and repeat for each new experiment.

This is called a **Before/After test**. As well as being laborious it is very inaccurate as the results are impacted by the different time frames of the two tests. A **Before test** running in October, followed by an After test in November (including Black Friday) would be heavily skewed because Black Friday is a peak selling period.

The only way to compare two versions of a feed accurately, and exclude time as a factor, is to **split the traffic into two balanced groups and compare the performance of each group across the same time frame**.

This is called an A/B test. Using the Intelligent Reach Experiments Module, setting up an A/B test is easy. And running experiments this way can literally double the impressions, clicks and ROAS of your Google Shopping campaigns.



RUNNING AN A/B TEST USING THE INTELLIGENT REACH EXPERIMENTS MODULE:

A campaign is set up and the feed is split into two groups: the control group, which retains the structure of the existing feed, and the experimental group, which is usually identical to the control group except for a single change based on the hypothesis being tested, for example, adding sizes to product titles. The two groups of products are weighted, using historical values for impressions, clicks and ROAS, to ensure the test is balanced at the start. Most of this is done automatically by the module. The structure of the two feeds is, therefore, identical except for a single attribute (such as size), which has been added to a single data field (such as product title). This particular experiment usually leads to a positive outcome because **adding size to product titles almost always increases Google Shopping impressions (as well as clicks, CTR and ROAS).**

NB, we wouldn't be able to attempt this experiment, or benefit from the uplift, if we hadn't added size, and other key attributes to the base feed at the beginning of the optimisation process.

We could set a success metric for this experiment, for example, improve visibility (i.e. increase ad impressions) on Google Shopping without reducing the click rate or conversion rate (create more clicks and sales and/or lower the CPC).

In this experiment, when size was added to the product title, ad impressions were up 12% on Google Shopping for the experimental group during a 30-day test. Conversions were 160% higher. The experiments here were created on the **Intelligent Reach feed management platform**, which contains a Data Connector module that allows **Google Ads performance data to be automatically imported and merged** with the respective product feeds in A/B experiments, allowing analysis of results based on actual campaign performance. Uplift is defined as the improvement in performance of the experimental feed against the control feed. So any improvement in overall trading conditions, such as a peak selling period, would affect both feeds and, therefore, does not skew the results.

Experimenting with product title, product types and product images increases impressions, clicks and ROAS

 Men's Chinos



 Men's Chinos Size 34L



When size was added to product title the Google Ads **impressions increased by 12%** over the duration of the **30-day test**, and **conversions by 160%.**

+12%
IMPRESSIONS

+160%
CONVERSION
RATE

Google
Men's black
trousers size 31

Buy now



3.0 TESTING PRODUCT TITLES

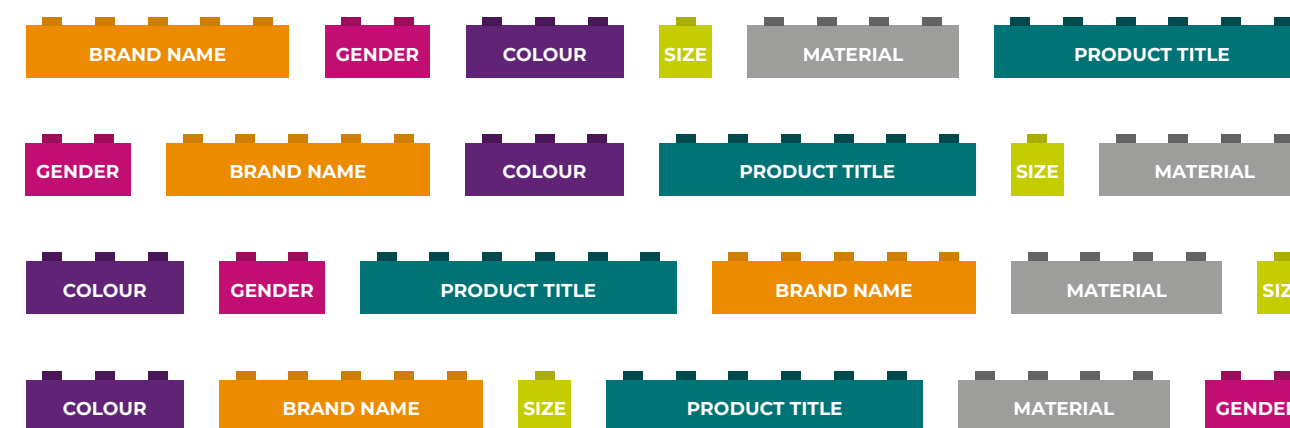
WHAT A DIFFERENCE
A WORD MAKES

3.1 THE PERMUTATIONS PROBLEM

Adding size to product titles is more or less guaranteed to improve the performance of your feeds.



But when the other attributes come into play – for example, brand, colour, gender and even material – creating the optimum combination can become extremely complicated. Size is important, but sometimes less so than other attributes.



CHALLENGE

- SO MANY ATTRIBUTES
- SO LITTLE SPACE

In an ideal world, there'd be a general rule for titles that would work for every product. For example, "brand, name, colour, size" ought to be a good setup for products in the fashion sector every time. Or so you'd think.

Unfortunately, you can't really rely on any particular order of data. Users will often see only the first 70 or fewer characters of your title. So sometimes brand might be very important, sometimes it is less important than other attributes and sometimes it is better left out altogether...

DATA TIPS

WHEN THE AD TITLE BECOMES TOO LONG, INCLUDING BRAND MIGHT PUSH OUT OTHER, MORE IMPORTANT, ATTRIBUTES.

Even in a well-defined sector, like fashion, there isn't a single structure that always works for every group of products. Testing different permutations is the only way to guarantee improved performance.

With so many options to test, running regular experiments is critical for success

3.2 NORMALISE KEY PRODUCT ATTRIBUTES

YOU SHOULD BE ABLE TO USE YOUR DATA MANAGEMENT PLATFORM TO NORMALISE KEY ATTRIBUTES AROUND COMMON SEARCH TERMS. FOR EXAMPLE SEARCHING AND REPLACING CUSTOM COLOURS SUCH AS 'WARM SAND' WITH SEARCH-FRIENDLY TERMS LIKE 'YELLOW'.

HOW DO YOU DESCRIBE SIZES ON YOUR WEBSITE AND IN YOUR DATA FEED?

| OPTIMISED PRODUCT TITLE | UNOPTIMISED PRODUCT TITLE 1 | UNOPTIMISED PRODUCT TITLE 2 | UNOPTIMISED PRODUCT TITLE 3 |
|-------------------------|-----------------------------|-----------------------------|-----------------------------|
| XS | Ex SM | Extra Small | Super Petite |
| S | SM | Small | Petite |
| M | Med | Medium | Right |
| L | Lg | Large | Plus |
| XL | Ex Lg | Extra Large | Big |
| XXL | 2XL | Extra Extra Large | Very Big |
| XXXL | 3XL | Extra Extra Extra Large | Etc |

HOW DO YOU DESCRIBE COLOURS ON YOUR WEBSITE AND IN YOUR DATA FEED?

| OPTIMISED PRODUCT TITLE | UNOPTIMISED PRODUCT TITLE 1 | UNOPTIMISED PRODUCT TITLE 2 | UNOPTIMISED PRODUCT TITLE 3 |
|-------------------------|-----------------------------|-----------------------------|-----------------------------|
| Red | Raspberry Beret | Sunset Wave | Fire Coral |
| Black | New Dark Charcoal | Midnight Rush | Noir |
| Yellow | Citronelle | Warm Sand | Super Lemon |
| Blue | Pavillon Blue | Skyway | Summer Surf |
| Green | Verdant Green | Orchard Bloom | Forest Fade |
| Pink | Pure Passion | Light Rosebud | Fizzy Pink |
| White | Reflection | Blanc | Etc |

Red summer dress

amazon facebook

Google Instagram ebay

Red Striped Summer Dress

4 in stock near you

Next Day Delivery

Click & Collect

Watermelon Stripey Summer Dress



4.0

TESTING PRODUCT TYPES

GET GOOGLE'S
TAXONOMY ONSIDE

4.1 USE COMMON SEARCH TERMS

THE VALUES YOU USE FOR PRODUCT TYPE CAN BE USED TO ORGANISE BIDDING AND REPORTING IN YOUR GOOGLE ADS CAMPAIGN.

Optimising product types can be highly beneficial to the success of your shopping campaigns. Your product types should reflect the way your buyers search for your products. For instance, if you are a cosmetic brand selling beauty products and one of your products is a face cream, should you use "face care" as the product type? That is unlikely to be used in a buyer's search. A more common search would be "face moisturiser" or "face moisturiser for dry skin", so "face moisturiser" would be a better choice for product type.

4.2 CAPITALISE ON SEASONALITY

EXPERIMENT WITH PRODUCT TYPE, ESPECIALLY AROUND KEY BUYING SEASONS.

The addition of a **seasonal keyword** or **phrase to product type** (around Christmas, Halloween, summer and winter) can significantly **increase the number of ad impressions** served on Google Shopping, as the following experiment shows.

ADDING "CHRISTMAS GIFT FOR HIM" ON PRODUCT TYPE FOR STRAIGHT JEANS.

+138%
CLICKS

+166%
REVENUE



5.0

TESTING PRODUCT IMAGES

IT'S IMPORTANT TO
CREATE THE BEST
POSSIBLE IMAGE

5.1 CREATE MULTIPLE IMAGES AND TEST THEM

GOOGLE PROVIDES VERY STRICT RULES FOR PRODUCT IMAGES IN SHOPPING ADS, BUT EVEN IF YOUR PRODUCT IMAGE TICKS ALL OF GOOGLE'S BOXES, THAT DOESN'T GUARANTEE VISITS TO YOUR PRODUCT PAGES, OR SALES FOR YOUR BUSINESS.

If you are selling clothes, is a front or lateral product image better for clicks? And when should you use a lifestyle image?

Blue Men's Tee



There are many factors that affect the way buyers react to ad images e.g. gender, age, country, local culture, to name but a few.

There is no one-size-fits-all solution for product images. And it is impossible to get it right for every group of products without experimentation.

6.0

KEEP TESTING!

SO MANY
EXPERIMENTS,
SO LITTLE TIME

6.1 AUTOMATE YOUR TEST PROCESSES

WITH EXPERIMENTS FOR MULTIPLE PRODUCT GROUPS, PLUS SEASONAL VARIATIONS, IT IS IMPORTANT TO PUT AUTOMATED PROCESSES IN PLACE. OTHERWISE MANAGING EXPERIMENTS QUICKLY BECOMES IMPOSSIBLE.

The Intelligent Reach experiments module is designed to make scheduling experiments very easy. First, use the Intelligent Reach data connector to import Google Ads performance data (see the panel below).

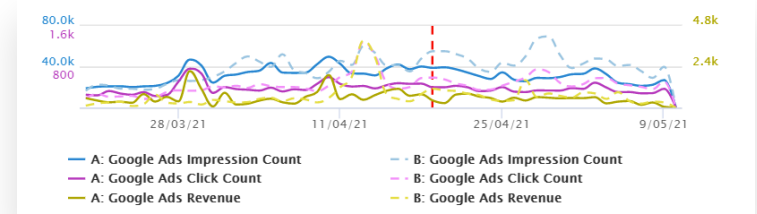
Then, take any attributes from your feed and add them to product title or product type to create an experiment.

Create multiple variants and run an MVT test, or use a single variant and run an A/B test, with just the variant against the control feed. Manipulating attributes is a simple matter of dragging and dropping in the user interface.

Extend successful experiments to multiple product groups and make campaigns permanent with a single click.

A  White Tight Men's Tee


B  White Fitted Men's Tee



+52%
IMPRESSIONS

+39%
CLICKS

+50%
REVENUE

 Black Men's Hoodie



+27%
REVENUE

+27%
AOV

+9%
ROAS

6.2 ADD PERFORMANCE METRICS TO TESTS

WHEN A CLIENT IS ONBOARDED TO THE INTELLIGENT REACH PLATFORM, WE AIM TO BRING IN AS MANY DATA SOURCES AS WE CAN, SO THAT YOU CAN RUN EXPERIMENTS AND INNOVATE AROUND DATA.

We recommend including margin and real-time stock information, which are essential for creating local ads and integrating with marketplaces. We also work with clients to bring in detailed performance data from Google and eBay using data connectors.

Having imported your full Google Ads performance data, including total order value and CPC, the Intelligent Reach dashboard will calculate the AOV, effective CPC and ROAS at the campaign level and display them in the dashboard as KPIs.

Using the Intelligent Reach Data Connector you can import product performance data from Google Ads, and other channels, to monitor your experiments and quickly roll them out to live

6.3 MANUAL VERSUS AUTOMATED PROCESSES

RUNNING EXPERIMENTS ON AN AUTOMATED PLATFORM IS CRUCIAL FOR PRODUCT MARKETING SUCCESS.

Below is an example of the manual process versus an automated process, using the Intelligent Reach Platform:

COMPARISON

MANUAL PROCESS:

- 1. Download Google Ads report to identify relevant products, and associated attributes, that you want to test.
- 2. Make changes in the feed. Product Title is usually changed manually, or via Google Merchant Centre. For example, adding extra attribute data (colour, size), adding relevant keywords, or change the order of the data in product title or product type.
- 3. Set a timeframe e.g. 30 days.
- 4. When the test period finishes, download reports from Google Ads. Compare the data to previous periods. Note, this is prone to error as you're now comparing like-for-like data.
- 5. Manually calculate if impressions and clicks have increased. Check KPIs such as conversions and/or CPCs. Check that external factors, such as seasonality, haven't unduly affected the results.
- 6. If the results are inconclusive, repeat the process with different permutations of product title, image and type.
- 7. If the results are positive, roll out and schedule similar tests to the next product category.

VS

PROCESS WITH INTELLIGENT REACH PLATFORM:

- 1. Connect Google Ads account to the platform, to merge live performance data - such as impressions, clicks, CTRs, orders and revenue - with your feeds. This connects all the key data together and automates reporting. This has to be done only once.
- 2. Create content experiments using A/B or MVT methodology within the IR platform. It takes less than 5 minutes to set-up each new experiment. The attributes, rules and performance metrics used in experiments are all held in the same dashboard.
- 3. Check KPIs. Roll out successful experiments with a single click.



Time and human resources are a big revenue factor, and you should always strive for maximum efficiency



3D curved TV
60 inches

Buy now

Keep testing
to ensure
your products
are found by
shoppers

7.0

EXPERIMENTS SUCCESS

MOVE AWAY FROM A ONE-SIZE-FITS-ALL APPROACH

7.1 WHAT IS THE SECRET OF A SUCCESSFUL EXPERIMENT?

EXPERIMENTS ARE CREATED BY WORKING WITH ATTRIBUTES TO CREATE OPTIMISED PRODUCT TITLES, PRODUCT TYPES AND IMAGES.

Adding brand to product titles, for example, is an intuitive change that, in most cases, will boost impressions and clicks on Google Shopping. Adding brand to product type is a less obvious move but it can also yield good results where the brand is strong and the product type is fairly generic. Conversely, adding type to product titles can also make a difference when the product name is obscure. Key strategies include:

USE SEARCH TERMS IN PRODUCT TYPE:



+147%
IMPRESSIONS

Adding **"Loungewear"** to product type **increased impressions by 147%** for a well-known UK womenswear brand.



+49%
IMPRESSIONS

Adding **"Ray Ban"** to the product type **increased impressions by 49%**.

ADD SEASONAL KEYWORDS TO PRODUCT TYPE AROUND MAJOR HOLIDAYS/BUYING SEASONS:



+78%
IMPRESSIONS

Adding **"Christmas gifts for him"** to product type **increased impressions by 78%**.

LOCALISE ATTRIBUTES IN PRODUCT TITLES FOR INTERNATIONAL MARKETS:



+122%
CLICKS

Replacing **"Plus Size"** with **"Curvy"** **increased clicks by 122%** for a fashion retailer in the U.S.



+76%
CLICKS

Replacing **"jumper"** with **"sweater"** **increased clicks by 76%** in the U.S.

8.0

BEST PRACTICES

COMBINE
PRODUCT
FEEDS WITH
PERFORMANCE
DATA FOR OPTIMAL
EXPERIMENTS

8.1 CHECK YOUR FEED

ENSURE YOUR MASTER DATA FEED IS POPULATED WITH ALL OF THE KEY ATTRIBUTES, ESPECIALLY BRAND, PRODUCT NAME, COLOUR, SIZE, GENDER AND MATERIAL (WHERE APPROPRIATE).

These attributes should be normalised around common search terms.

8.2 CREATE A CULTURE OF CONTINUOUS EXPERIMENTATION

THE MOST CRITICAL FACTOR IS TO CREATE EACH EXPERIMENT QUICKLY AND EFFICIENTLY, WITHOUT ACCIDENTALLY INTRODUCING ANY BIAS THAT MIGHT INVALIDATE THE RESULT.

Because Google displays products based on a complex algorithm, it's impossible to predict how many products from each group in your experiment will be displayed over any given period of time. In the following experiment the product group 'skinny jeans' is split into two groups, A and B.

By taking account of historic CTRs, each sub group begins the experiment on an equal performance footing:

SORT & ASSIGN

Demo Merchant - Fashion Create Experiment

Before creating any experiments please ensure that you have a well optimised Master data set.

General Settings

Welcome to the IR experiment module, please select the type of experiment you would like to run, along with the timeframe you would like it to run for.

Type: Product Type Optimisation

Mode: Before / After A / B MVT

Select Partner: Google Product Search (UK)

Sort Method: Random Sort & Assign Sort & Assign By: CTR

Time Frame: 30 days

Schedule: gio, 4 mar 00:00 < > ven, 2 apr 00:00

If the IR platform is currently building out your PLA campaigns, you can choose to build out as a Dedicated Campaign or as a Campaign. To create new campaign for this experiment, click on the Campaign button.

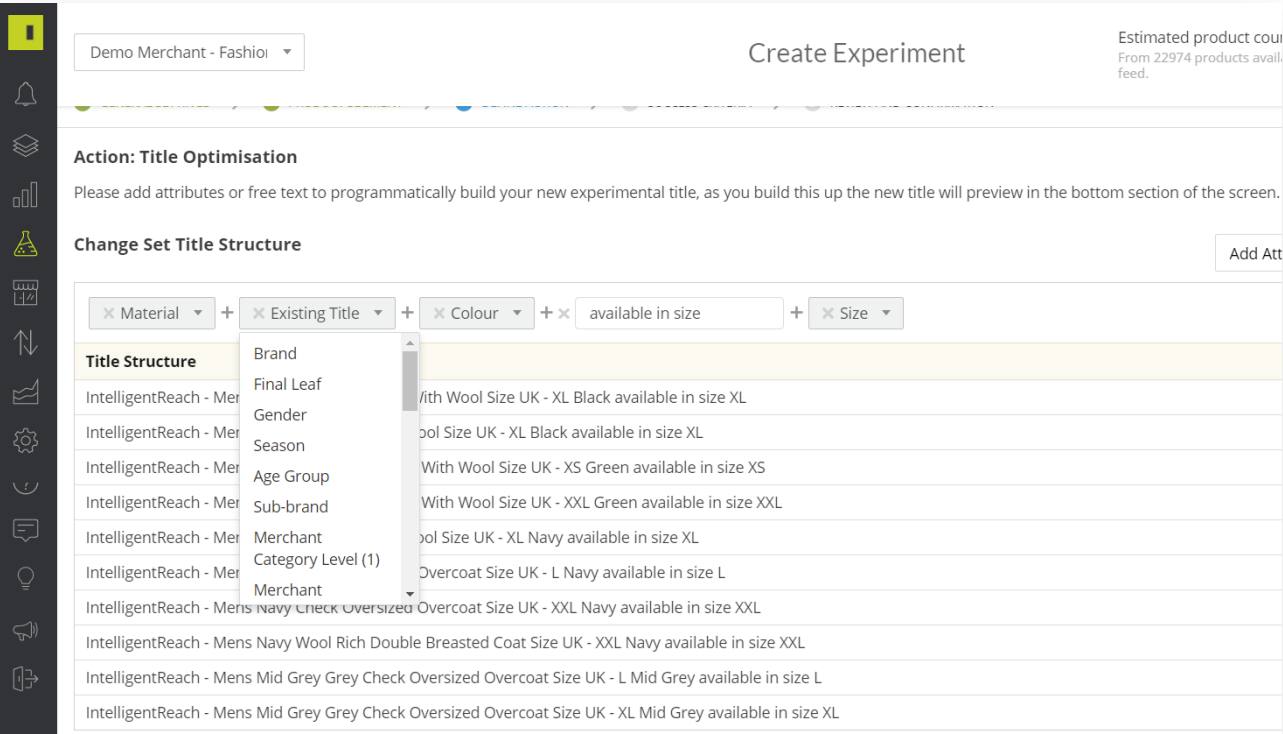
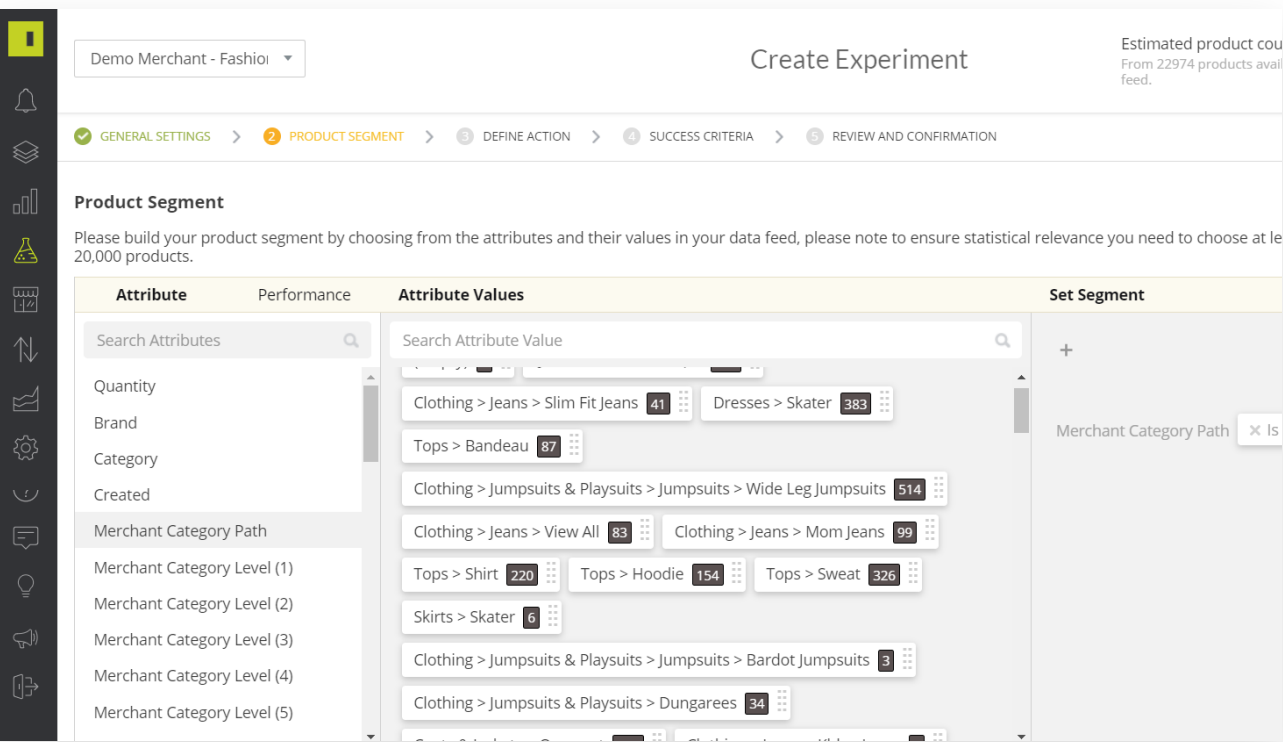
If an IR data feed is powering your PLA campaigns, you can choose to add a Custom Label to the campaign. To create new campaign for this experiment, click on the Custom Label button.

Build out as a Dedicated Campaign Campaign

Add Custom Label Custom Label

In this example, the products to be tested are selected very quickly using a drag and drop process. The title field is augmented by attributes from other fields using a pull-down menu.

SELECT CATEGORY & CHANGE TITLE



Because all of the elements of the experiment - the feed, the performance data and the reporting suite - are housed in a single dashboard, it's possible to set up experiments in just a few minutes.

The comparative performance of the A and B product groups can then be charted in real time, using any popular metric - impressions, clicks, order value, ROAS. This is only possible because the platform has access to performance data through the data connector.

INTELLIGENT REACH
HAS CARRIED OUT
HUNDREDS OF TESTS
FOR ITS CLIENTS
AND HAS ACHIEVED
AVERAGE
INCREASES OF:
+79% AD IMPRESSIONS,
+109% CLICKS AND
+16% CONVERSIONS

9.0

TESTING WITH INTELLIGENT REACH

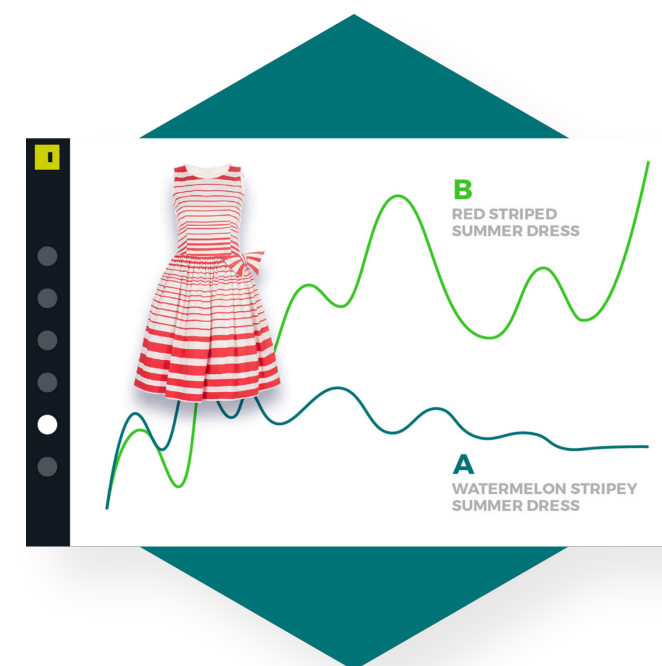
LEVERAGE A/B AND MULTI-VARIANT TESTING

9.1 SCIENTIFIC TESTING DELIVERS PROVEN PERFORMANCE

WHAT IS CONTENT EXPERIMENTATION?

Brands and retailers need accurate, evidence-based tests to optimise their product data for popular search terms. Our Experiments module takes the guesswork out of optimising product data by proactively suggesting content changes that might work for you. The platform uses machine learning to suggest important attributes that may have been omitted from your feed and that you can test using experiments.

From product titles and types to images, optimising these elements increases visibility of your products and helps them get discovered by shoppers looking to buy, boosting conversions and growing incremental revenues.



Our Content Experimentation module takes the guesswork out of product marketing by proactively recommending content that works

9.2 WHAT'S BEEN STOPPING YOU?

RELYING ON GUESSWORK

Most feed providers don't offer you the capability of running simultaneous experiments at scale.

EVERCHANGING PARTNER/CHANNEL SPECIFICATIONS

Channels and marketplaces are constantly changing their feed specifications and the algorithms they use to decide whose products to display. This can make it difficult to keep up with best practice and keep on top of what is working best in each channel.

NO WAY TO RUN EXPERIMENTS ON TARGETED PRODUCTS

It's crucial to be able to group products when conducting experiments to optimise products for shopping sites.

Without a software solution that allows you to select and label a specific group of products, it becomes very time-consuming to target products accurately. Without targeting, your experiments won't be complete and your sales performance won't improve as much as they could, and it becomes impossible to reach those all-important KPIs.

9.3 WE MAKE EXPERIMENTATION AS EASY AS ABC

OUR DATA MANAGEMENT PLATFORM IS DESIGNED TO MAKE IT EASY TO INTEGRATE PERFORMANCE DATA WITH YOUR PRODUCT DATA FEEDS.

With the Intelligent Experiments module, it is easy to set up, and run different types of experiments for different channels, including Google Shopping, Facebook and marketplaces such as Amazon and eBay.

TESTS SUPPORTED BY THE INTELLIGENT REACH PLATFORM:

A/B TEST

A/B tests are used to test the performance of two groups of products side by side. You can test using a variety of metrics, from impressions and clicks to revenue and ROAS. Experiment on any attribute, especially product titles, types and images. And report in real time. Successful experiments can be made permanent with a single click.

MVT TEST

Multivariant tests are used when you want to test more than one variant at a time. Again, you can test any metrics, from impressions and clicks to revenue and ROAS. Experiment on any attribute, especially product titles, types and images. And report in real time. Successful experiments can be made permanent with a single click.

ATTRIBUTES TO TEST:

PRODUCT TITLES

The single most important attribute of every product in your data feed is title. Product title drives exposure on key marketing channels, especially Google Shopping. Use normalised colours : change `Vermillion` to `Red`, `Midnight Blue` to `Dark Blue. Change obscure names (waterproof boots to wellies, say) and localise where appropriate you search for (It's pants, not trousers, in the US.

PRODUCT IMAGES

A strong image helps drive conversions. Run A/B tests on a variety of images to learn what drives engagement in each product category.

PRODUCT TYPES

Product types are important, but with each channel having its own range of types it is sometimes difficult to know which type works best for which products. We factor in all your attribute data and key search queries to test which is the most effective. For example, you can see whether a dress performs better as a 'prom dress' or 'maxi dress' type.

9.4 BOOST YOUR TESTING CAPABILITIES TO SEE YOUR CPC GOING DOWN AND ROAS GOING UP

DRIVE REAL PERFORMANCE THROUGH INFORMED DECISIONS

Scientific experiments transform decision making into a fact-based process. Our metrics driven testing module optimises product data and revolutionises the way retailers and brands drive online performance across 1,500 channels and marketplaces.

EXPERIMENT AND OPTIMISE AT SCALE

Accessing and organising large amounts of data means you can drive business growth by running simultaneous, reliable experiments. By integrating product data with performance data in the same platform, you can run experimewnts which quickly assess new hypotheses and helps optimise your product data, improving performance and driving incremental revenue.

GET A COMPETITIVE EDGE BY RAPIDLY RESPONDING TO TRENDS

It's difficult to stay on top of what works best in every marketing channel; Experimenting with product data creates a competitive advantage, driving performance and revealing new trends in user searches before your competitors have spotted them.

9.5 CONNECT TO MORE THAN 1,500 PARTNER CHANNELS

THE INTELLIGENT REACH PLATFORM HAS MORE THAN 1,500 PRE-INTEGRATED DIGITAL COMMERCE PARTNERS AVAILABLE FOR YOU TO QUICKLY AND EASILY SEND PRODUCT INFORMATION.

Content Experiments work across all of these channels, including Google Shopping, Facebook and marketplaces such as Amazon or eBay.

SUCCESS CRITERIA

- Impressions
- CTR
- Cost
- Avg. CPC
- Click Assists
- Item Price Spent
- Last Click/First Click Revenue
- Last Click/First Click Orders
- Last Click/First Click CoS
- Last Click/First Click AOV
- Last Click/First Click CPA
- Last Click/First Click Conversion Rate
- All Conversion Rate
- All Conversions
- All Conversion Value
- Clicks
- Conversions
- Conversion Value
- Cost Per All Conversion
- Cost Per Conversion
- Cross Device Conversions
- Search Absolute Top Impression Share
- Search Click Share
- Search Impression Share
- Value Per All Conversion

SERAPHINE DELIVERS A CULTURE OF CONSTANT EXPERIMENTATION

Seraphine has made a science out of managing product data on Google and Meta. Here's how they achieved a product approval rate of over 99.95% in the Google Merchant Centre.



CHALLENGE:

TO CREATE A CULTURE OF CONSTANT EXPERIMENTATION

After onboarding with Intelligent Reach, Seraphine made one more significant acquisition: Performance Marketing Director, Henry Linney. Henry's mission was to improve the company's performance on Google and Meta. To do so, he set out to create a team, and a strategy, that was focused on continuous testing.

E-COMMERCE PLATFORMS DON'T HELP WITH FEED OPTIMISATION

Before onboarding with Intelligent Reach, Seraphine's product feeds were being built from its e-commerce platform, Magento. This led to a number of roadblocks. The team was unable to optimise product data easily within the Magento interface. Creating new product feeds was also a major challenge.

E-COMMERCE PLATFORMS DON'T HANDLE FEED COMPLEXITY

Seraphine uses a lot of data from its master feed to assign custom labels to products, and then uses combinations of labels to assign a product to a particular product set. The team uses Facebook to run ads for product sets in particular product categories, such as dresses or skirts and mixes in retargeted and promotional items. E-commerce platforms are not geared up for this level of feed complexity.

IT WAS DIFFICULT TO IMPROVE PERFORMANCE ON GOOGLE AND META

Onboarding with Intelligent Reach allowed product data to be cleansed through user-friendly rule logic which led to a substantial drop in disapprovals and warnings in Google Merchant Centre. It also enabled the creation of a Global Product Catalogue for Meta, significantly improving Catalogue match rates on Meta and improving catalogue ad performance.

HOW WE HELPED:

FIXING MISSING AND BROKEN ATTRIBUTES IS ESSENTIAL TO VISIBILITY

One thing we've seen rise substantially since we began using the Global Product Catalogue is our match rate and we've been fine-tuning with Intelligent Reach (on Meta) to increase match rate even further. We recently got our disapprovals down to just 56, out of 94,000 products.

SCALING THE BUSINESS UP TO NEW CHANNELS AND PARTNERS IS "SUPER EASY"

Adding new channels [with Intelligent Reach] is super easy. I think that is a huge benefit. If we need to create a new product feed it's like 20 minutes. The ability to create new feeds from scratch and the extent to which you can customise them is excellent.

EXPERIMENTS ARE QUICK AND EASY TO CREATE AND ROLL OUT

One of the reasons we test all the changes we make, rather than just blindly implementing them, is because the money that you're making the business isn't just the extra income from experiments that are successful. It's also the money you save by not implementing losing tests.

THE PLATFORM REDUCES COMPLEXITY

This is where the List Manager functionality in Intelligent Reach is very useful. So if we have a promotion running, we can just add them to a campaign as a list. We can group those product IDs in the List Manager using a rule. We can export rules in the UK master feed directly into the US master feed so there is no need to rebuild them.

- HENRY LINNEY, PERFORMANCE MARKETING DIRECTOR, SERAPHINE

OUTCOME:

SERAPHINE HAS INCREASED MATCH RATES AND PRODUCTIVITY ON META

The platform has allowed Seraphine to move to Meta's Global Product Catalogue, which the company says is a game changer. Historically, they had to create a different Meta feed for every country or website. Now they are able to optimise a single core feed, using overrides for language and location. The new global feed is much easier to maintain and match rates have risen substantially.



What I try to instil in my team is that we've got to test everything. This is the functionality that sets Intelligent Reach apart from every other platform because no other provider in the space, to my knowledge, has this ability. If you want to run tests on your product feeds, this is the best way to do that at scale, across multiple different partner feeds and multiple different websites.

- HENRY LINNEY, PERFORMANCE MARKETING DIRECTOR, SERAPHINE

ON AVERAGE, INTELLIGENT REACH CLIENTS ACHIEVE:

+79%
IMPRESSIONS

+109%
CLICKS

+16.7%
ROAS

ABOUT INTELLIGENT REACH

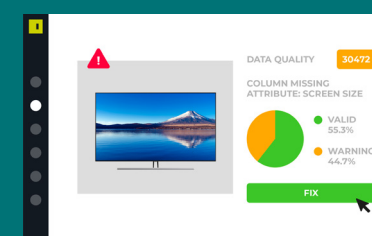
Intelligent Reach is an award-winning product marketing platform used by hundreds of leading brands, retailers and digital agencies to significantly increase their revenue through the efficient and creative management of product data.

Our intuitive platform helps you:

- Monitor product data feeds at scale
- Identify and fix missing and broken product attributes
- Quickly and easily create A/B tests that genuinely optimise your feeds
- Roll out successful changes with a click
- Increase visibility, sales revenue and ROAS

The Intelligent Reach platform is integrated with more than 1,400 partner shopping channels and marketplaces, empowering digital e-commerce and marketing teams to roll out fully-optimised product feeds to multiple channels.

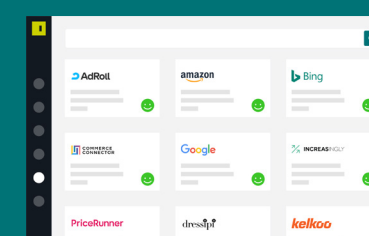
CONNECTED



BE EVERYWHERE

Enjoy full control as you list your catalogue on 1,400+ digital channels

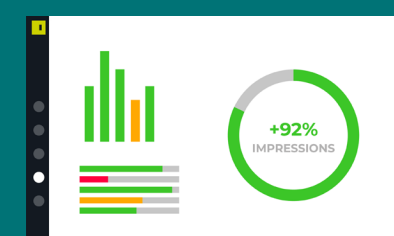
VISIBLE



BE SEEN

Increase impressions and clicks with A/B and multivariate testing, dynamic labelling and much more

PERFORM BETTER



BE THE BEST

Launch into new marketplaces with no IT dependencies, turbocharge social commerce and manage orders and inventory