GrowByData

Staying Ahead in the **Custom Products** Category

Overview

To help their client, a leader in the custom products space to stay ahead of the curve, one of our agency partners sought insights from our data. Unlike many other categories in Google Shopping, the custom products space is an ultra-competitive, ultra-dynamic landscape, where advertisers are constantly testing new merchandising strategies.

Main Challenges

To keep track of this space and arm the client with strategic insights and recommendations, our data helped answer the following questions:

1. Who were the top competitors across each of the clients' lines of business?
2. How did their pricing compare in specific categories and compare to their competitors?
3. In this category, many advertisers list products in bulk quantities and display a "per unit" price. How did these quantities compare across competitors?

The GrowByData Solution – Insights That Drive Action

1. To understand top competitors across different lines of business, our agency partner and their team working with this specific client leveraged category level Share of Voice reporting to understand visibility

Based on the analysis, our agency partner was able to identify key categories where the client was losing to their competitors, like bags (shown above), where they were 10th, drinkware, where they were unranked, and masks, where they were 8th.

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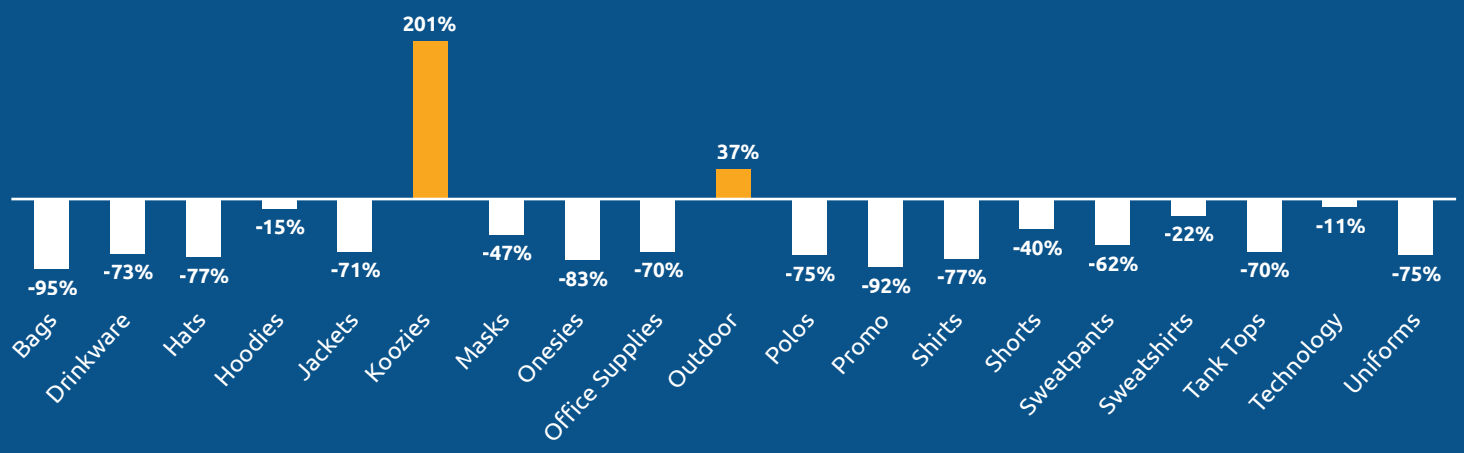
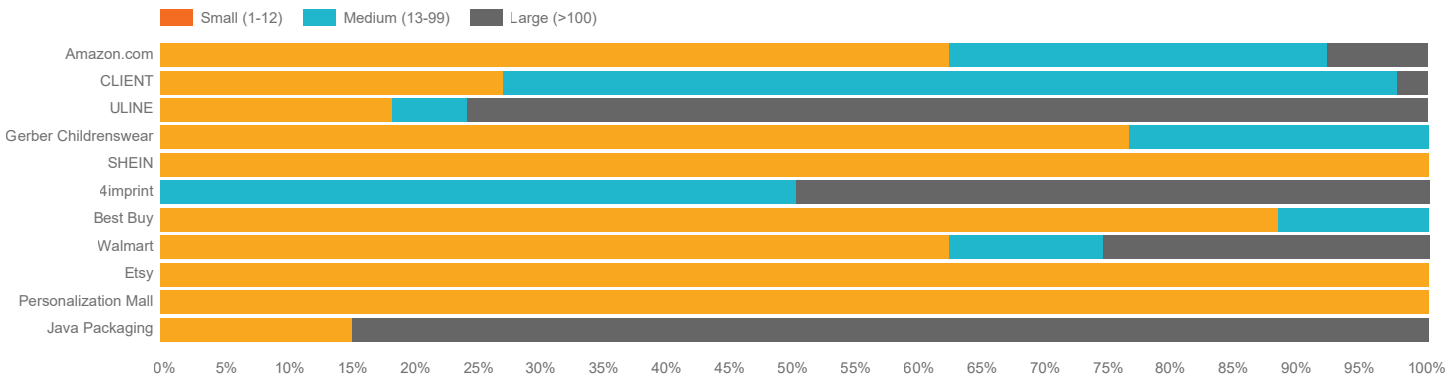
2. GrowByData's Price Intelligence Gives Insights into Competitive Pricing at an Auction Level

Client average auction price % difference to respective category average



With custom pricing insights from GrowByData, our agency partner was able to understand their clients' pricing relative to their competition. They were able to see that their clients' pricing lagged behind the 4 top competitors in the category, which was contributing to a lower-than-expected CTR.

3. GrowByData's Custom Title Analysis Provides Insights into Specific Attributes Mentioned in PLA Listings.



Our agency partner realized that their client was almost always offering medium quantities (13-99) , while all their top competitors were using small bundles (1-12). With this data, the clients' account team was able to build a data-driven business case for the client to start testing small bundles to see if that would help to impact conversion rate and ROAS.

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info@growbydata.com