

Home furniture retailer doubles revenue and profit w/ automation



Furniture Retailer,
Portugal • <https://www.feiradossocas.pt/>



The challenge

Feira dos Sofás is an omni-channel retailer with more than 28 physical stores. They seek more sales with higher profits during Black Friday 2022. The retailer had a powerful presence only on Brand Keyword Campaigns and Shopping Campaigns. They needed to reach the next level of performance and demand for the Peak Season, supplying the market and increasing their online presence. Still, unfortunately, their current structure of campaigns did not allow them to unleash their full potential.

The approach

In August 2022, we partnered with the agency Adclick to redefine the strategy of the client, focusing on their needs for improving ROAS and increasing revenue, discussing their current market share and gap, and presenting the opportunity for working a full-funnel value-based bidding strategy based on automated broad keywords leveraged by DSA and PMax.

The results

Feira dos Sofás had record-breaking revenue results during Peak Season, both online and offline. The full-funnel strategy had positive results brand-wide, increasing share of voice by +84% YoY and coverage by +132% YoY. Campaigns had +108% in ROAS with +164% in revenue YOY. Furthermore, Feira dos Sofás had better performance compared to Peer Set Avg. during Peak Season in terms of CPC, opening new opportunities for customers to interact with the brand during a very competitive period.

“In the second half of 2022, we started working with Adclick in order to improve and enhance our online campaigns, which until that time were developed by our internal department. Over these 6 months and with the same investment, we achieved a very good result that culminated in breaking all records in the online store and in physical stores.”

— Luis Teixeira, Executive Director

164%
Revenue YoY

108%
ROAS YoY

84%
YoY increase in
share of voice

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