

# SOLE / SOCIETY

Criteo drives more than triple growth in Google Shopping conversions for Sole Society, at better efficiency.



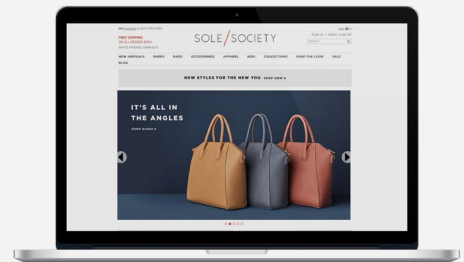
THE RESULTS

↓ 27% CPA

↑ 323% Conversions

BACKGROUND

Sole Society, part of the Camuto Group, is a lifestyle brand of women's shoes, handbags and accessories that launched in 2011. Sole Society was using a popular technology solution to manage their Google Shopping program in 2015, but they were not hitting their performance targets. They needed to get more sales from their Shopping investment, and sought out a technology solution whose sophisticated optimization could drive those results. This is when Sole Society decided to partner with Criteo.



Criteo search campaigns exceed our expectations by driving more sales in a more efficient way. We are seeing continued growth in Google Shopping - this was a great move for us.

Tina Chu, Digital Marketing Manager



THE  
SOLUTION

In late 2015, Sole Society enlisted Criteo Predictive Search, a fully automated, end-to-end Google Shopping solution. Sole Society achieved 27% higher efficiency and 323% more conversions year over year.

**Predictive bidding**

Prior to Criteo, Sole Society set product bids based on grouping products by brand and category. With Criteo, Sole Society now has a precise bid for every product. Criteo's self-evolving, predictive bid algorithms are trained on 600TB of shopping intent data, including product characteristics, on-site user behavior, device type, searcher intent, and historical performance.

**Advanced remarketing**

Prior to partnering with Criteo, Sole Society had standard remarketing lists for their Google Shopping campaigns, including a list for site visitors and a list for users who put products into their carts. Criteo leveraged its strong ability in valuing users' likelihood of making a purchase, and automatically created a robust set of granular lists that self-adjust as each user's behavior changes. Sole Society saw dramatic improvements, driving 134% more conversions from remarketing on Google Shopping year over year.

**Responsive campaigns**

Criteo Predictive Search automates the entire campaign management process for Sole Society so that no manual intervention is required. The solution actively and precisely maintains all aspects of Sole Society's campaigns at a granular level, including structure, settings, negatives, bid modifiers, and budget caps.

**End-to-end management**

Criteo Predictive Search encompasses all aspects of Sole Society's Google Shopping campaigns. Criteo encodes product signals from the Sole Society's feed and uses the data for more intelligent bidding, and optimizes all aspects of campaign structure and settings, bidding, and remarketing. Every element of the campaign is coordinated to deliver performance.

