



Footwear Etc. is a family run men's and women's shoe company that specifically focuses on comfort shoes. They started over thirty years ago and have now grown to boast fourteen locations, a successful website and a thriving ecommerce business.



RESULTS

+60%

Conversions

-32%

CPA

BACKGROUND

After switching Google Shopping partners from an agency to Criteo Predictive Search, Footwear Etc. saw consistent month over month growth in conversion volume and revenue, at a more efficient CPA.

Footwear Etc. enlisted Criteo Predictive Search to optimize all aspects of Google Shopping through machine-learned, end-to-end technology. The technology transformed the program by bidding precisely on both products and users through granular campaign structure, remarketing lists, and bids determined through machine-learning. Criteo's team kept Footwear Etc. updated on performance trends every step of the way, making sure to deliver both performance and trust.



Our previous search solution was a black box. We didn't have access to our accounts or to campaign details. With Criteo, we not only are getting consistently higher performance and end-to-end service, we also have an open partnership based on trust.

- Danielle Patterson  
Director of eCommerce



THE  
CHALLENGE

Footwear Etc. had been relying on an agency to manage its Google Shopping accounts since 2014, but it was seeing stagnant growth and inconsistent performance. The company also had little visibility into their campaigns. As a small business, they wanted a partner that would provide an end-to-end solution, while also driving results and transparency. This is when Footwear Etc. decided to partner with Criteo.

HOW IT WORKS

### PERFORMANCE IS DELIVERED CONSISTENTLY

Criteo drove increased growth and efficiency for Footwear Etc., even outside of their peak season. The Footwear Etc. team was always informed on performance trends and had full access to their Google Shopping campaigns, and quickly realized this would be a strong partnership.

### ADVANCED REMARKETING RE-ENGAGES USERS

Criteo Predictive Search implemented remarketing on Google Shopping for Footwear Etc., growing revenue by 20%. Criteo's remarketing lists are granular and are based on each user's value – leveraging signals such as site activity to predict the likelihood of a user making a purchase.

### PREDICTIVE BIDDING ON PRODUCTS BOOSTS CONVERSIONS

To drive performance, Criteo ensured that every product in Footwear Etc.'s catalog received its own bid, drawing on over 40 signals to accurately predict the right value. In addition to historical data, machine-learned algorithms leveraged feed data such as titles, price points, and brands to understand how each product characteristic impacts a product's value.

### END-TO-END AUTOMATION PERFECTS THE DETAILS

Criteo's technology automatically manages the entire Google Shopping program, including the feed, product and user bidding, campaign structure, and all settings. This ensures that all aspects of Footwear Etc.'s campaigns are seamlessly automated and work together to deliver results.