WITHIN Helps DTC Mattress Company's Grow Product Feed Revenue by 48% in 4 weeks, by using extensive feed audits and insight-based optimizations



+ CHALLENGE

The client wanted to grow their revenue channels related to search and shopping. However, a lack of systematized product feed processes led to a decrease in adaptability, lowered feed health, and diminished campaign efficiency. Field values were duplicated across feed attributes which led to disapprovals from Google Merchant Center, limited ad visibility, and stunted performance. The client sought WITHIN for expert product feed managers to remedy issues.

O SOLUTION

WITHIN provided a comprehensive audit across product feed channels (Google, Facebook, Pinterest, Snapchat, etc.) using the client's preferred product feed management tool (Feedonomics). WITHIN identified the cause of feed disapprovals and standardized feed attributes (titles, descriptions, copywriting) to increase searchability. Additional optimizations like switching to SFTP for more secure transactions, aligning imagery with metadata, adding custom labels for sales identification, and product re-categorizations all helped the client secure competitive ad placements.

+ RESULTS

The DTC mattress company's Google Shopping campaign revenue skyrocketed 48% in just 4 weeks after working with WITHIN, with just a slight decrease in efficiency. WITHIN's product feed managers made it easier for feed systems to crawl the client's products, which led to better ad placements. 4 weeks before WITHIN took over, the client struggled with feed revenue growth. WITHIN's product feed work also helped to identify areas of opportunities for optimization and testing.

48%

Revenue Growth Month over Month

2x

Product Feed ROAS

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WITHIN