



# Zenni brings Google Shopping growth into crystal-clear focus.



Zenni  
Novato, California • [www.zennioptical.com](http://www.zennioptical.com)



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## The challenge

Zenni designs, produces, and delivers premium prescription eyeglasses directly to customers. Despite years of e-commerce success, Zenni still struggles with a lack of brand awareness in the online glasses industry. Limited by a tight threshold for profitability, Zenni needed to scale reaching new customers on Google Shopping and grow search impression share—a major business driver where its relevant keywords weren't ranking well—without sacrificing return on ad spend.

## The approach

Zenni identified keywords with high conversion rates and trending search terms for prescription glasses. They used priority levels to find the right brand and non-brand queries and also applied custom segments for colors, styles, and fashions. Then Zenni added these keywords and attributes to their product data feed to drive qualified Google Shopping traffic. Zenni uploaded this feed to Google Merchant Center for monitoring to prevent errors or warnings.

## Partnering with Wpromote

Working with Wpromote, a Google Premier Partner, Zenni got the expert strategy it needed to grow its business by improving digital marketing performance. Wpromote analyzed Zenni's Google Ads account and implemented a Google Shopping strategy that reaches customers based on their search intent for brand and non-brand search terms—enhancing visibility into campaign performance, improving bidding tactics, and providing a more efficient method of managing ad investment.

## The results

Zenni gained better visibility into brand searches and insights about competitor ads being served on their brand terms. This led to a more aggressive bidding strategy that increased conversions by 370 percent among customers who searched for their brand. They also improved their product positioning for non-branded search terms, leveraging analytics to see trending search queries and flexibly adapt ad spend, resulting in 340 percent revenue growth.

**“The expertise we get with Wpromote and Google is second to none. They are an integral part of our marketing team, and it leads to outstanding results.”**

—Mark Brutton, Director of Brand Marketing, Zenni

**490%**

increase in  
clicks

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revenue

Google Ads

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