



# POLYWOOD® claims the crowded outdoor-furniture market with Google Ads campaigns.

## POLYWOOD

POLYWOOD  
Syracuse, Indiana • [www.polywoodoutdoor.com](http://www.polywoodoutdoor.com)



### The challenge

Founded in 1990, POLYWOOD wanted to find a use for heaps of recycled plastic surplus generated by government recycling programs. They created a raw material of the same name, an ideal material for building outdoor furniture that benefited the Earth. POLYWOOD quickly emerged as an industry leader, but in recent years look-alike brands flooded the highly competitive market. POLYWOOD needed to differentiate themselves from the new brands attempting to capture market share.

### The approach

The outdoor furniture maker focused on audiences and purchase intent, differentiating the POLYWOOD brand through unique brand messaging and landing page experiences. They used a wide variety of digital ad campaigns and methods for reaching specific audiences. Lastly, they analyzed cross-media and competitor trends to optimize for sales growth.

### Partnering with Wpromote

Google Premier Partner Wpromote helped POLYWOOD reach customers through a range of Google Ads products, including Search Ads, Shopping Ads, and display campaigns. They also launched remarketing and custom intent audiences on YouTube ads. Custom intent audiences help reach new customers based on specific search terms. POLYWOOD also used Smart Bidding, conversion-based bid strategies that use advanced machine learning, to reach specific audiences and demographic groups.

### The results

POLYWOOD saw a 985 percent increase in sales for the second quarter of 2018 over the same period a year earlier. The cost per order (CPO) fell by more than half, while the average order value (AOV) rose slightly. During the following quarter, sales were 548 percent higher than during the same period in 2017, with a 15 percent drop in CPO and a 17 percent rise in AOV.

**“We're thrilled by the performance we have achieved with Google and Wpromote!”**

—Jason Detamore, Ecommerce Manager, POLYWOOD

**985%**

YoY higher quarterly sales

**51%**

YoY lower CPO

**2%**

YoY higher AOV

About Google Ads: Google Ads is a digital advertising solution for businesses of all sizes. Whether you're a small business owner or enterprise marketer, Google Ads delivers reach, relevance and trusted results to help you grow your business. Learn more at [ads.google.com/home](https://ads.google.com/home).

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