



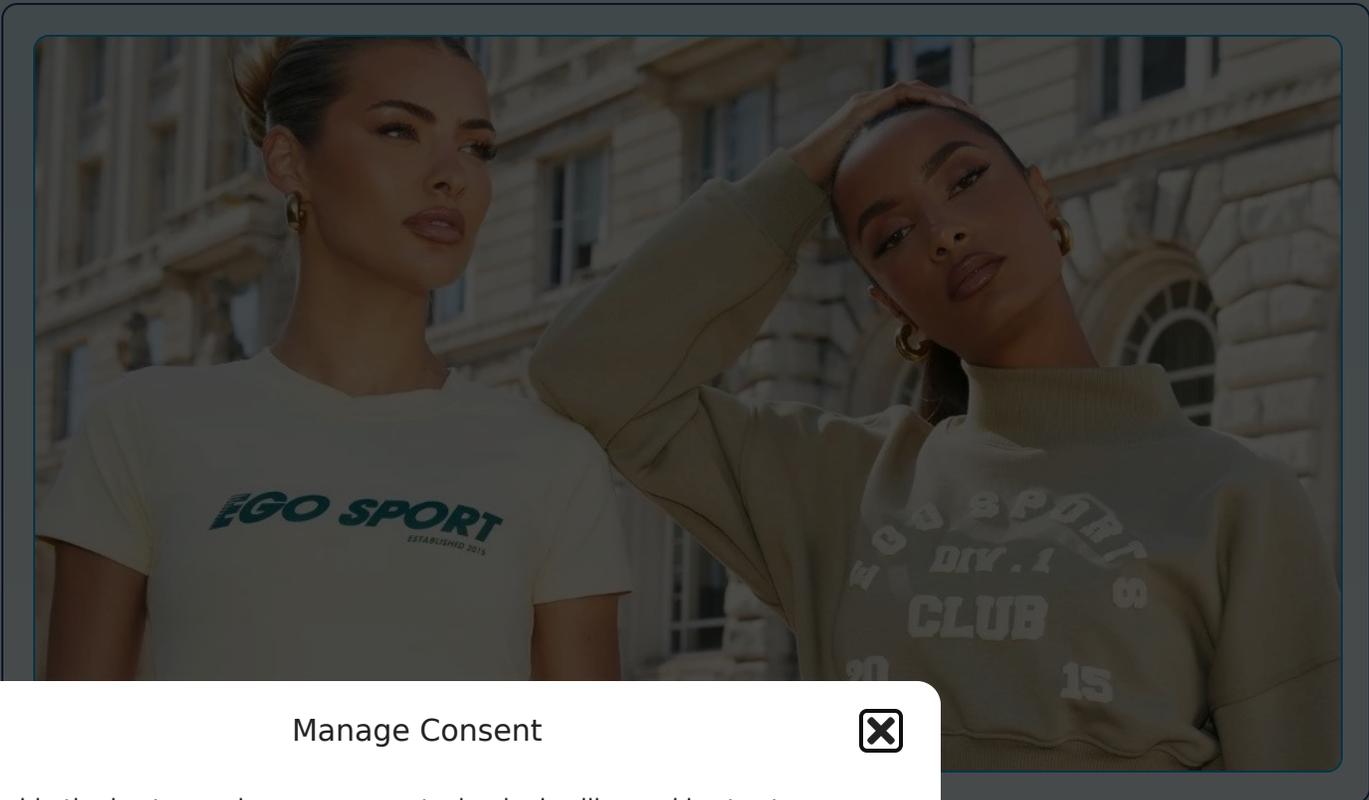
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Ego Shoes Case Study

Discover how Ego Shoes got control over their product data and used valuable performance insight to their advantage to amend their strategies and budgeting.



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+80%

Google Shopping Revenue

”

Now, we have the information whenever we want it. The Athos Commerce platform lets us look at all sorts of information that would have taken a long time to access previously. We are well informed all of the time and can look at each product margin individually and decide what the ROI should be, and therefore what our pricing and bidding prices can be.

Usman Riaz

Managing Director, Ego Shoes

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movement of stylish
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The Challenges

Ego started using Google Shopping to generate incremental revenue, but with the company being so young, they needed more brand awareness and a stronger online presence.

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ampaigns were working well. As
y ran their ads through an

manually, making campaign
on their campaigns at a

budget restrictions slowed their growth.



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The Solution

With the Athos Commerce platform and expert team, Ego had access to game-changing tools, insight, and knowledge that they would use to boost their Google Shopping traffic by 85%, adjust product designs, and amend bidding strategies.

For example, Ego now review their product reports daily. With our platform, their team can match the best sellers from the previous day (and month). This insight encourages Ego's marketing team to work more closely with merchandisers on a daily basis.

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out in a rule to take out all
enerating more impressions.

can easily utilise the data and performance results themselves.



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The Results

Ego say they are only just scratching the surface of it, but the results so far speak for themselves:

- 85% increase in Google Shopping traffic
- 80% boost in Google Shopping revenue

Looking to the future, Ego plans on developing and maintaining UK campaigns, then focusing on international growth with 4 new sites. Athos Commerce will be used to manage the product campaigns in all sites and they will make more use of the experimentation

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