



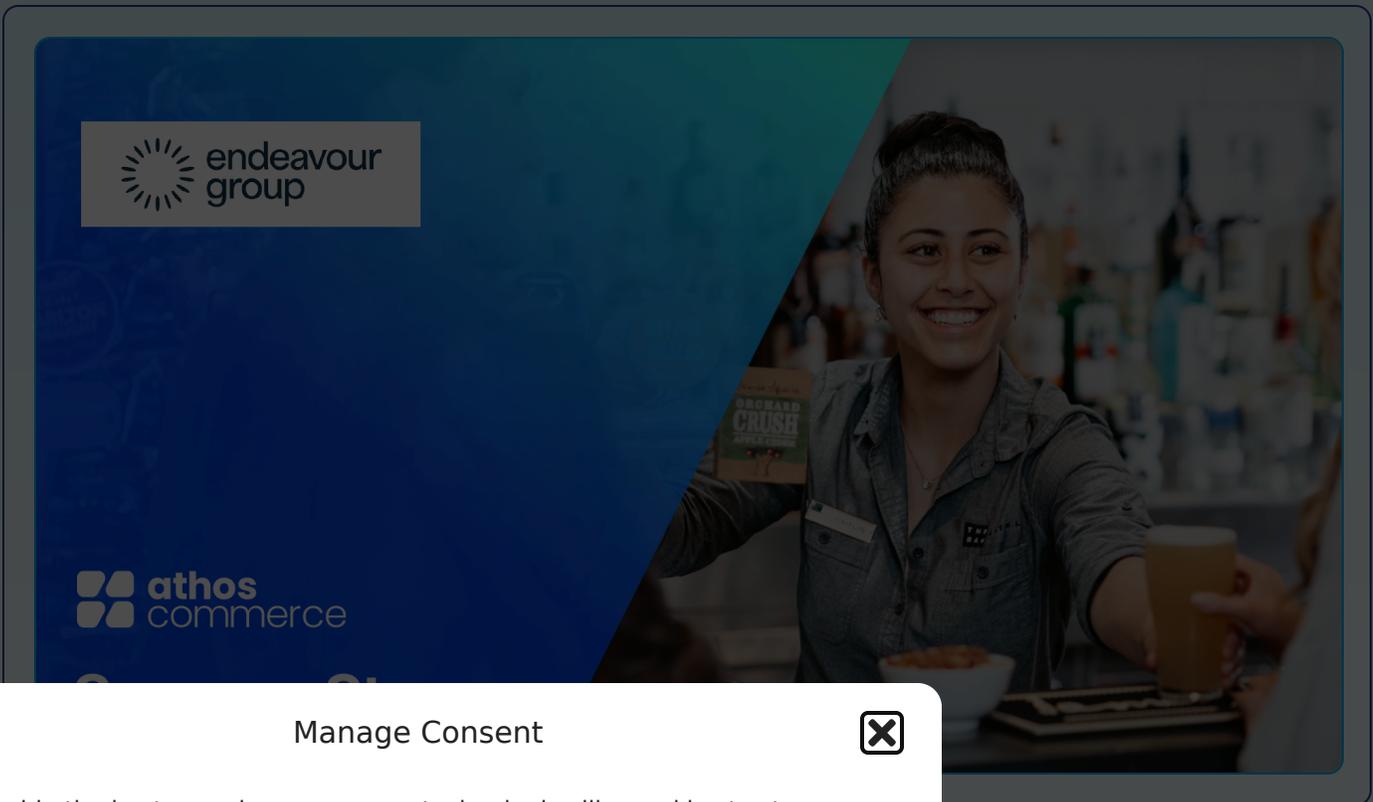
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# Endeavour Group Case Study

Athos Commerce helped Endeavour Group transform Google Shopping with optimized feeds, real-time updates, and smarter targeting—boosting ROAS by 314%.



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+275%

conversion rate

+152%

impressions

## The Brand

The Endeavour Group (EDG) is Australia's biggest retail drinks network, with Dan Murphy's and BWS leading the way in alcoholic beverages. It offers a wide range of wines, spirits, beers, and premixed drinks. Dan Murphy's has 272 stores across the country and is a well-known name in liquor retail. Since launching its online platform in 2011, the retailer has made shopping easy with options like home delivery and in-store pickup. Dan Murphy's caters to everyone—from bargain hunters after great deals to those looking for premium drinks.

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as Intelligent Reach, now Athos Commerce, since first onboarding in 2018. Facing their own challenges, BWS switched providers and adopted the Athos platform, integrating several key modules to enhance their operations.

With the Data Management module, BWS product data feeds were optimised, and any missing or broken product attributes were easily identified and fixed. Automated rules now ensure updates to prices and stock levels or product descriptions are instantly applied, cutting down on errors and discrepancies. These rules are customised for different channels so BWS and Dan Murphy's can target specific campaigns more effectively. This enables the company to derive more value from its ad spend and achieve a greater ROI.

The integration of Google's Regional Availability and Pricing module (RAAP) into its product data, enhanced Shopping Ads immediately. As a result, BWS can display product availability and variable pricing relative to customers' preferred regions, leading to an instant increase in the number of products displayed.

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We fixed about 40% disapproval in GMC and added 30% more products during the transition.

**Anthony Cooper**

Marketing Manager, Adtech

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...rphy's and BWS with their  
(As).

...enable continuous testing of  
...find out what works best  
...l, Dan Murphy's has boosted  
...asted ad spend. Real-time  
...ngthy trial and error  
...ed across the entire Dan

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”

Our CSM Sathish's over and above support has been outstanding and a great benefit. The Intelligent Reach team has such expert knowledge around feeds and EDG has been able to leverage that internally.

**Anthony Cooper**

Marketing Manager, Adtech

## The Results

Just like Dan Murphy's original integration, BWS experienced a smooth and hassle-free onboarding process. Right away, they saw a surge in traffic, enhanced performance, and a noticeable reduction in GMC disapprovals.

Results over the three months following the integration compared to the three months prior were impressive, showing:

- 152% impressions
- 182% clicks

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ing more traffic to  
ue. During Cyber  
helped us dominate  
. This led to a 63%  
compared to the

contributors to our continued success.



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## Platform



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## Solutions

Product Feed

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