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Endeavour Group Case Study

Endeavor Group transformed Google Shopping performance, improving product visibility and maximizing campaign impact across thousands of SKUs.
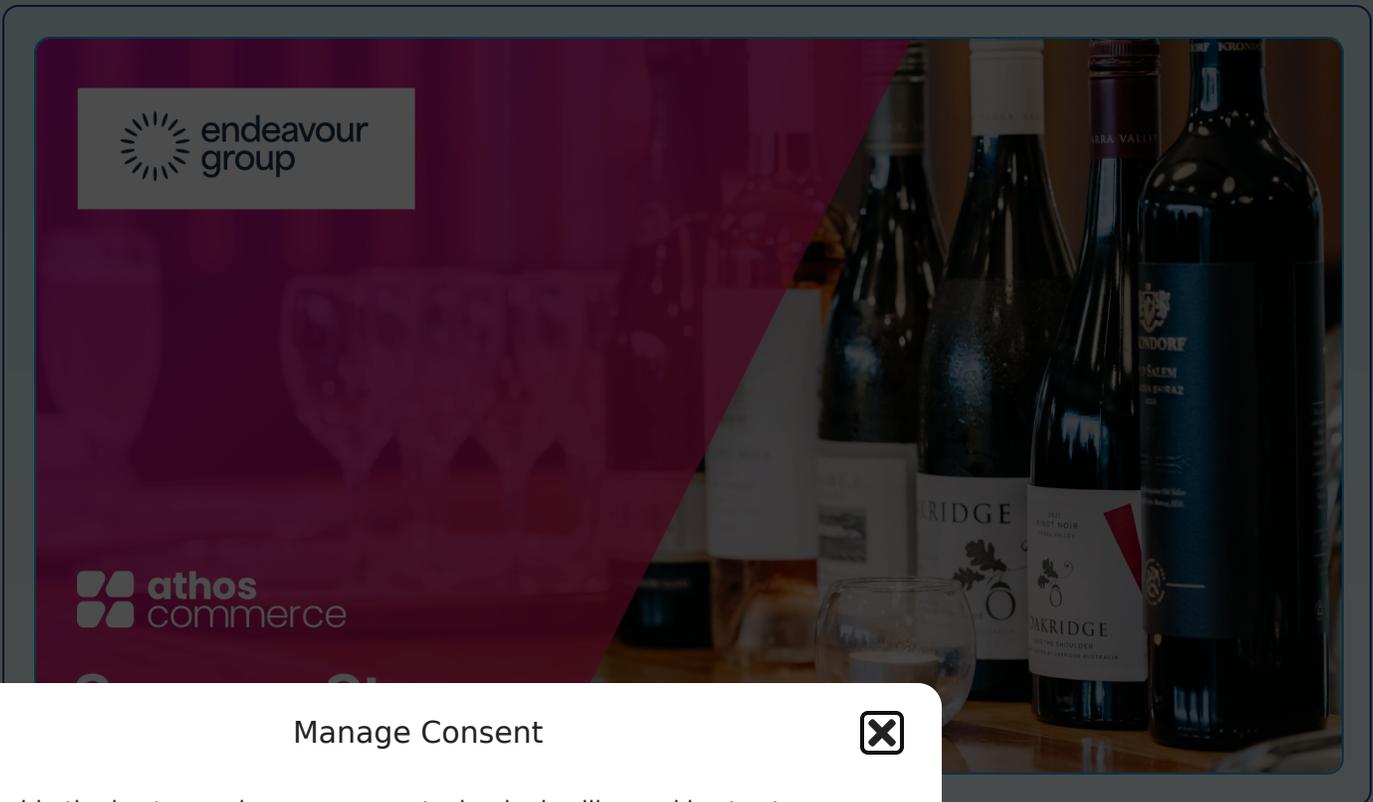
endeavour group

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275%

boost in conversion rate

182%

increase in clicks

"

We fixed about 40% disapproval in GMC and added 30% more products during the transition. Our CSM's over and above support has been outstanding and a great benefit. The Athos Commerce team has such expert knowledge around feeds and Endeavour Group has been able to leverage that internally.

Anthony Cooper

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ns a multichannel ecosystem
ivery—serving millions of
ry's most recognized brands,

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mix of local relevance, convenience, and personalization. Together, the two brands form a powerhouse of customer-centric retail execution—seamlessly blending in-store excellence with digital innovation.
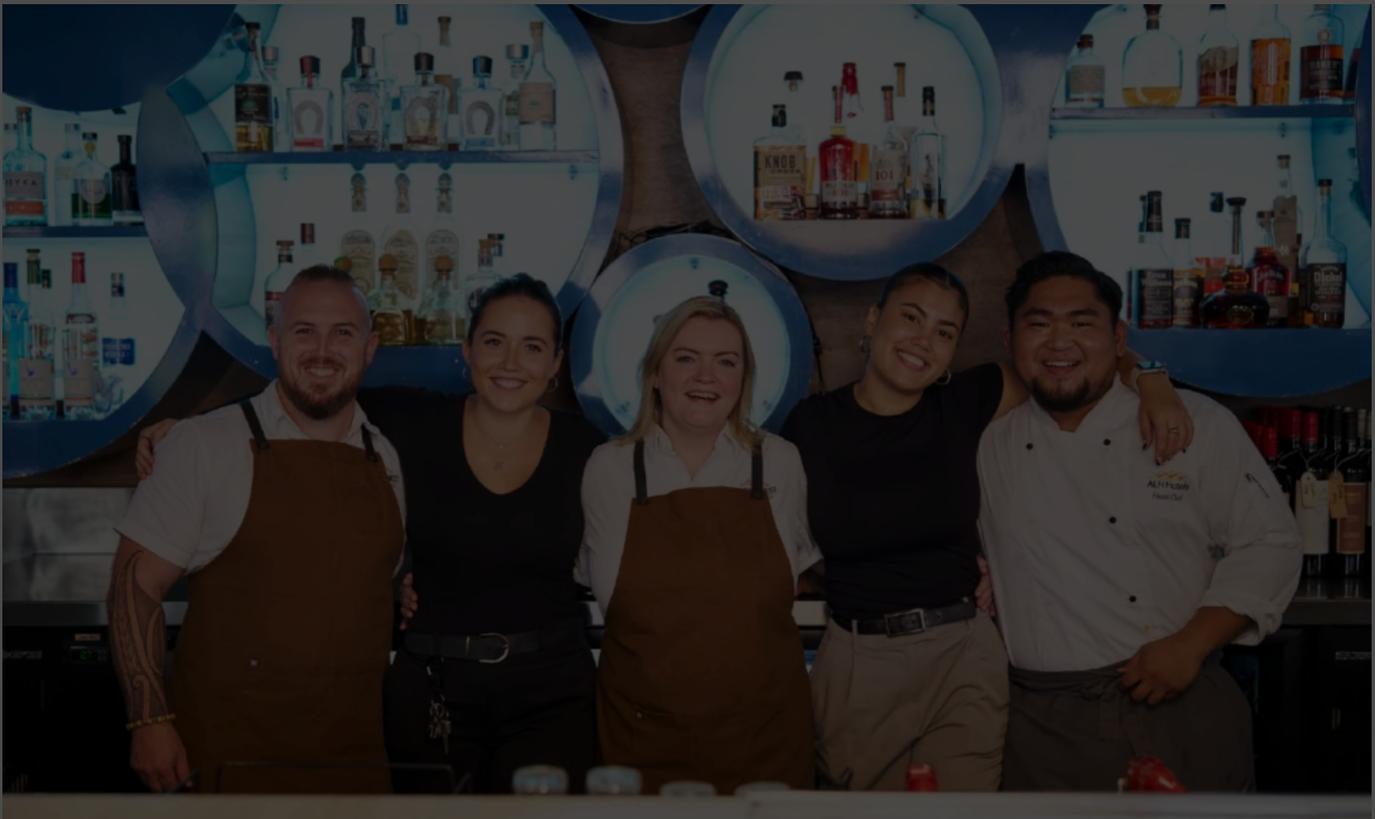
The Challenges

uct feed quality became
into the business. The team
screpancies, and product

nter (GMC), along with feed-
as pricing and availability. In
e issues also contributed to
day and Cyber Week.

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The Solution

After seeing strong performance improvements from Dan Murphy's initial partnership with Athos Commerce, Endeavour Group made the strategic decision to extend the platform to BWS. The rollout centered on automating, enriching, and optimizing product data through a tailored solution stack purpose-built for retail performance.

With Athos Commerce's Intelligent Reach Data Management module, the team quickly resolved disapproved listings, missing attributes, and broken feed logic. Automated rules ensured real-time updates to pricing, inventory, and product descriptions—reducing manual overhead and minimizing errors. Channel-specific rules also allowed the team to fine-tune how products were presented on Google, Meta, and additional channels.

g (RAAP) integration enabled
ncreased the number of
As) further helped both
n between online demand

nodule to test variables like
ovided the data needed to
nd. High-performing

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The Results

The impact was immediate. Within three months of rollout, BWS experienced a dramatic improvement in campaign performance across every major metric:

- 152% increase in impressions
- 182% boost in clicks
- 275% rise in conversion rate
- 314% return on ad spend

nd the team was able to list
icantly expanding their
boarding experience and
bader strategic decision:
out the platform across its

line their data delivery even
more seamless transmission

our campaigns and delivering incremental revenue. During Cyber Week FY25, their feed optimization strategies helped us dominate search results for Black Friday-related keywords. This led to a 63% increase in traffic and a 10% boost in revenue compared to the previous year. Their seamless feed management solution and highly responsive team—especially during peak seasons—have been key contributors to our continued success.

Yuvaan Malkani
Senior Performance Manager, Atomic

Partner with Athos Commerce to transform your ecommerce store. With proven tools and expertise in search and merchandising, we empower businesses to achieve measurable growth. Contact us today to start optimizing your store for success.

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Industry

Food & Beverage

Platform

Google Shopping

Solutions

Category Merchandising

Product Feed (Data Management)

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