



SmartClick increases Google Shopping ROAS for its clients by 47% with Criteo Predictive Search



CLIENT RESULTS

↑ 51%

Revenue

↑ 47%

ROAS

*Measured 90 days post-launch

BACKGROUND

[SmartClick \(smartclickad.com\)](http://smartclickad.com) is a U.S.-based online marketing agency, serving clients around the world. As part of its full portfolio of digital marketing services, the company provides expert management of paid search and social advertising programs across Google, Facebook, Bing, and Yahoo.

Many of SmartClick's clients have product feeds composed of thousands of SKUS. The team found that without a strong technology-driven solution to take action on the data and settings available, there were missed opportunities to drive incremental growth.

SmartClick tested bid management tools and found that these were not continuously delivering performance. They sought out a more sophisticated technology that could bid precisely on every product and user, and were excited to find Criteo.



Google Shopping delivers strong ROI for our clients, but we saw growth start to plateau. We knew we needed the right technology to collect and harness product and user data. Criteo not only has that technology to do so, but they also have vast data sets that they learn from. Predictive Search is exceeding all expectations, with our clients' conversions increasing by 137% year over year.

Craig Schapiro, VP Online Media, SmartClick



THE SOLUTION

In 2016, SmartClick began to leverage Criteo Predictive Search, an end-to-end technology solution that programmatically optimizes all aspects of Google Shopping campaigns. With Criteo in place, SmartClick focuses on providing insights to clients and exploring additional growth opportunities across marketing channels. The solution has become a staple part of the agency's portfolio, driving performance for clients and efficiencies for the agency. Across the agency's client base, Predictive Search has lifted ROAS by 47% and revenue by 51%.

KEY BENEFITS

Proven performance

SmartClick clients have seen up to 51% growth in revenue at better efficiency as a result of the Criteo and SmartClick partnership. The technology continuously sets precise bids through machine-learned algorithms for every product and user, and the teams keep clients informed on performance trends and insights.

Seamless client onboarding

Criteo and SmartClick work together to ensure smooth client onboarding. In the process, the teams work hand in hand to understand client objectives, provide an account audit, and provide guidance on integration steps. Clients are kept up to date every step of the way.

More efficiencies, more growth

Armed with Criteo's technology which continuously delivers Google Shopping performance, SmartClick is able to realize workflow efficiencies. While Criteo's technology sets precise bids for every user, product, and device, SmartClick's team is able to focus on gathering insights from Google Shopping, as well as on exploring growth opportunities for clients across all marketing channels.

A winning team

The SmartClick and Criteo teams work together to ensure every client achieves its performance objectives, and Criteo provides expert advice, support, and performance insights to scale and grow the agency's success with the solution.

