

stylin
ONLINE.com

With EY Studios running Stylin Online's PPC campaigns, they needed the most accurate product information to further improve their marketing efforts. EY Studios partnered with Feedonomics to ensure that success by improving their shopping ads/campaigns.



About The Client

Stylin Online is the go to destination for apparel and accessories that any pop culture fanatic will love. Customers can choose from thousands of diverse products related to their favorite superhero, movie, TV series, or video game, and look stylin' doing it.

About feedonomics

Feedonomics provides a full-service data feed solution that will help clients list, optimize, and syndicate your product data across hundreds of eCommerce channels. With their 24/7 support, they truly work to make sure your business has the best feed possible.

The Challenge

For Stylin Online, they were experiencing a myriad of problems with their product feed. Their old feeds were being handled by a separate company that had a number of disapproved products. The product feed wasn't following best practices with product titles, descriptions, pricing and overall set-up for shopping ads / campaigns. This resulted in disapproved campaigns due to feed issues. On top of that, there is no API connection with BigCommerce to ensure the most up-to-date feed. This was causing major issues with shopping campaigns due to the dated feed. Stylin Online and EY Studios wanted to find a solution to automate the feed process to ensure we were using the most current feed to feature the most current products and prices. This would help shopping ads and PPC campaigns and in turn increase the return on ad spend.



Our Creative Solution

EYStudios partnered with Feedonomics to create optimized feeds for Google and Facebook. These automated feeds utilized best practices for the set-up and structure of the shopping ads and greatly improved overall PPC campaign performance. In addition, Feedonomics provides alerts for our team if there are any issues with the shopping ads. The impact was immediately felt within the first 2-3 weeks. The EYStudios team started seeing their ads appearing more often, and the KPI's the team uses to measure the success of the campaign were all aggressively and consistently increasing and improving.

row	image_link	id	sku	item_group_id	mpn
61		293	BT_ACDC_BIG_LETTERS-3-LG	BT_ACDC_BIG_LETTERS	BT_ACDC_BIG_LETTERS
60		292	BT_ACDC_BIG_LETTERS-2-MD	BT_ACDC_BIG_LETTERS	BT_ACDC_BIG_LETTERS
59		291	BT_ACDC_BIG_LETTERS-1-SM	BT_ACDC_BIG_LETTERS	BT_ACDC_BIG_LETTERS
62		294	BT_ACDC_BIG_LETTERS-4-XL	BT_ACDC_BIG_LETTERS	BT_ACDC_BIG_LETTERS
57		284	BT_ACDC_DIRTY_DEEDS-3-LG	BT_ACDC_DIRTY_DEEDS	BT_ACDC_DIRTY_DEEDS

FEEDONOMICS DASHBOARD ▲

By The Numbers

+20%
Site Traffic

+30%
Conversions

+15%
Click Rate

+23%
Revenue

+3-4x
Average ROAS

-27%
Cost Per Conversion

-24%
Cost Per Click

“ Our PPC marketing was stagnant and under performing. EYStudios took over our PPC marketing service and immediately recommended we use Feedonomics as the Feed Management Provider. Once we transitioned over to Feedonomics, we saw improvements in performance within the first two weeks. ”

– James, Owner of Stylin Online

To learn what EYStudios can do for your brand,
Call us at 678-402-6378 or email us at info@eystudios.com