

1390%

ROAS

+144.1%

Conversion Rate

LINIO IN CHILE

ACHIEVED 1390% ROAS**USING ADAPLO'S AUTOMATION
ON GOOGLE SHOPPING**

CHALLENGE

Linio is the biggest ecommerce marketplace in Latin America. Full automation across all categories was critical, given the variety of products that Linio manages, which includes technology, books and households among others. By working with AdBirds, a global performance marketing agency comprised of ex-Googleers in 60 countries, Linio has an aggressive growth strategy to dominate Google Shopping results.

SOLUTION

Adbirds used adaplo to advertise some of the thousand top selling products of Linio in Chile, bidding at product SKU-level to drive strong sales. After the initial setup, the account was set to full automation, so any change in feed would be reflected within one hour in the campaigns. Then the machine learning algorithm began to incorporate learnings from past data into ongoing optimisations, changing bids multiple times per day. Lastly, to increase ROAS, "query intent campaign break-down" was employed to target and bid differently based on the consumer intent.

OUTCOME

From the first weeks, Linio saw strong improvement in their Google Shopping campaigns in Chile, and now exploring opportunities to scale their Shopping Campaigns to other countries and grow their business even more. Last but not least adaplo's automation saved hours of manually managed shopping campaigns, providing the opportunity to focus on other vital areas of business.

1390% ROAS

144.1% increase in Conversion Rate