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BSTN is a leading company in the European premium sportswear industry. As the company manages hundreds of products while dealing with a highly competitive landscape, speed is a crucial factor. Thus, the team sought ways to identify top-performer products with fast implementation methods to use in Search Ads 360 campaigns managed by their partner The Boutique Agency.

Digitl joined Google Analytics and Google Merchandise Center data in BigQuery to evaluate product performance by using metrics such as sold quantity, revenue, and further defined calculated metrics. The process of labeling and uploading top-selling products to a secured cloud project and connecting into the product feed funnel was automated by using Vertex Pipelines, Cloud Functions, and Cloud Scheduler. For activation, the data in the SA360 feed was used to create inventory management search ads campaigns by ensuring that only products in stock were promoted and by using rules and templates for Ad group creation and targeting ROAS bidding strategy for optimization.

Active since 2022, Digitl helps digital companies set up and leverage marketing technology. Services are provided in the areas of digital analytics, ad technology, data science, and marketing intelligence. With professionalism and quality, Digitl provides clients with optimal technical services tailored to their digital business goals.

The overall process identified over +500 top selling products that accounted for 80% of revenue . BSTN was able to create over +500 respective ad groups in SA360 optimizing towards a ROAS of +900%. In general, the ad groups were composed of eligible and paused campaigns as certain products were then paused due to low inventory. With the new approach, the company was able to identify and start promoting top-performing products in a fast and highly reliable way. The ability to identify so many top-performing products and promote them on short notice proved to be a great use case for BSTN to consider increasing its budget in SA360 in the coming months and extend the insights for potential usage in other campaign types.

Products identified  
that equal 80%  
revenue

Ad groups created  
through SA360  
IVM

## Integrations used



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