



elysewalker.com fashions a 703% revenue increase with Performance Max

elysewalker

Women's multi-brand designer retailer
AMER - United States • elysewalker.com

Agency Name: Revel Interactive



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The Challenge

elysewalker.com is a leader in the fashion industry, featuring the most coveted designers and emerging brands. In 2022, the independent retailer expanded from its established brick and mortar presence to e-commerce. Looking to scale early successes with Google online, it shifted from Standard Shopping campaigns to Performance Max with a product feed.

The Approach

Starting broad for greater efficiency, elysewalker.com consolidated multiple Standard Shopping campaigns into a single product feed Performance Max campaign with a target return on ad spend (tROAS) goal. Asset groups were curated to highlight categories such as shoes, clothing, and accessories, which were segmented by product SKUs. These asset groups featured tailored copy, imagery, and video to support those categories. Custom segments and first-party data were used as audience signals.

Partnering with Revel Interactive: Revel set up the elysewalker.com Performance Max campaign and feed segmentation strategy, delivering performance optimization through ongoing tROAS, budget, and creative levers.

The Results

Within five months of running Performance Max, the retailer's average daily revenue increased 703% and the last-click conversion rate (CVR) increased 350%, all while maintaining the same ROAS. Performance Max contributed 19% of sitewide revenue during this timeframe, while it ran in tandem with other paid initiatives such as brand and non-brand search, web retargeting, affiliate, and paid social.

“Performance Max was an integral driver of business growth, allowing us to ramp up online revenue and spend. Using customer intent signals and optimizing for conversion value, we were able to successfully scale this growth without sacrificing return on ad spend.”

—Anne Coelen, VP Digital & Ecommerce, elysewalker.com

7x

Revenue
increase

350%

Conversion
rate increase

Primary Marketing Objective

› [Grow Online Sales](#)

Featured Product Area

› [Performance Max with a Product Feed](#)

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